C1200-1A

S&MM
SALES & MARKETING MANAGEMENT
JULY 22, 1985
A BILL PUBLICATION
SIXTY-FIVE DOLLARS

SM0209088-30717017 AVV- DEC99
SRI
CONGRESSIONAL INFO SVC
4520 E-W HWY STE 800
BETHESDA MD 20814
3

1985 SURVEY OF BUYING POWER

Featuring: Metro Market Statistics on Population, Effective Buying Income, and Retail Sales

R.I.
N.Y.
N.J.
PA.
KY.
TENN.
ALA.
MISS.
ARK.
LA.
OKLA.
TEXAS
WASH.
ORE.
CAL.

Section A: Editorial features and highlight tables with the most up-to-date information on U.S. markets

Section B: National, Regional, and State summaries, and rankings of metropolitan markets

Section C: Metro Area, County, and City data by state. More than 200 pages of demographic and socioeconomic statistics

Section D: Canadian data for all Provinces, Metro Areas, and Counties

See page 5 for more information on this map.

S&MM

JULY 22, 1985

ESTABLISHED 1918

SECTION A: FEATURES

A-7 **S&MM's Survey of Buying Power: How we do it, and how well**
An examination of the sources of SBP data, the methods behind our estimates, and a discussion of the *Survey's* reliability.

A-22 **Foreign relations: Implementing an Hispanic marketing program**
Establishing an Hispanic public relations & communications program takes commitment and investment in the community, as well as in the company.

A-48 **Sales and marketing with our 4 Surveys:**
A discussion of how S&MM's four *Survey* issues form an integrated marketing information system.

HIGHLIGHTS

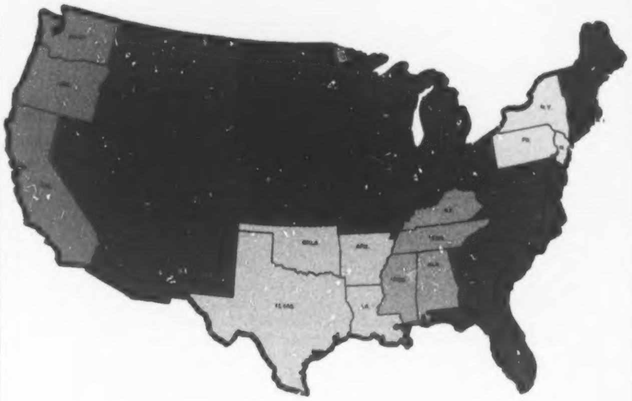
A-10 Retail store sales: Survey vs. Census Bureau
A-24 The top 25: Leading Hispanic metros
A-26 SBP introduces three new metros!
A-28 Nuances of regional growth: Everyone except Michigan and DC
A-30 1985 SBP contains new Census of Retail Trade data
A-33 For richer or for poorer: Median household EBI for the top 10 and bottom 10 metros
A-36 Caution on retail sales estimates!
A-50 Shoulder to shoulder: Metros with the highest population density
A-54 The top 25: Leading black metros
A-58 How to calculate your own custom BPI

MARKETGRAPHS

A-61 **Asians: East meets West**
A-62 **Old, older, oldest: The maturity market**
A-65 **Service industries: A 70% share of GNP**

SECTION B:

B-3 **U.S., Regional, and State summaries**
B-9 **Metropolitan market rankings**
B-45 Alphabetical listing of metro markets



Regional retail sales in $ millions

■	New England—$80,104.1
□	Middle Atlantic—$194,245.7
■	East North Central—$214,264.8
■	West North Central—$97,604.7
■	South Atlantic—$220,144.9
▨	East South Central—$69,946.1
□	West South Central—$146,827.7
■	Mountain—$71,362.3
▨	Pacific—$202,159.4

COVER: The U.S. map on the cover of this year's *Survey* shows total retail sales for the nine regions of the U.S. This year's figures reflect new Census of Retail Trade data available for the first time since 1979.

SECTION C:

C-3 Definition of terms used in the *Survey*
C-6 **Metro area, County, and City data listed by states**

SECTION D:

D-1 Canadian Survey of Buying Power
D-2 **Canada's back in business**
A review of Provincial economic growth projected for 1985.

VOL. 135, NO. 2 S&MM [**Sales & Marketing Management** ISSN 0163-7517], a Bill publication, is published monthly except in February, April, July, and October, when it is published twice a month. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster send changes of address to: 633 Third Ave., New York, NY 10164-0563. Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10164-0563. SUBSCRIPTIONS: $36 a year, U.S. Canada ($50 U.S.). Foreign, $65.

Allow 4 to 6 weeks for first issue to arrive. Member of the Audit Bureau of Circulations, American Business Press, Business Publications Audit of Circulation, and Magazine Publishers Assn.

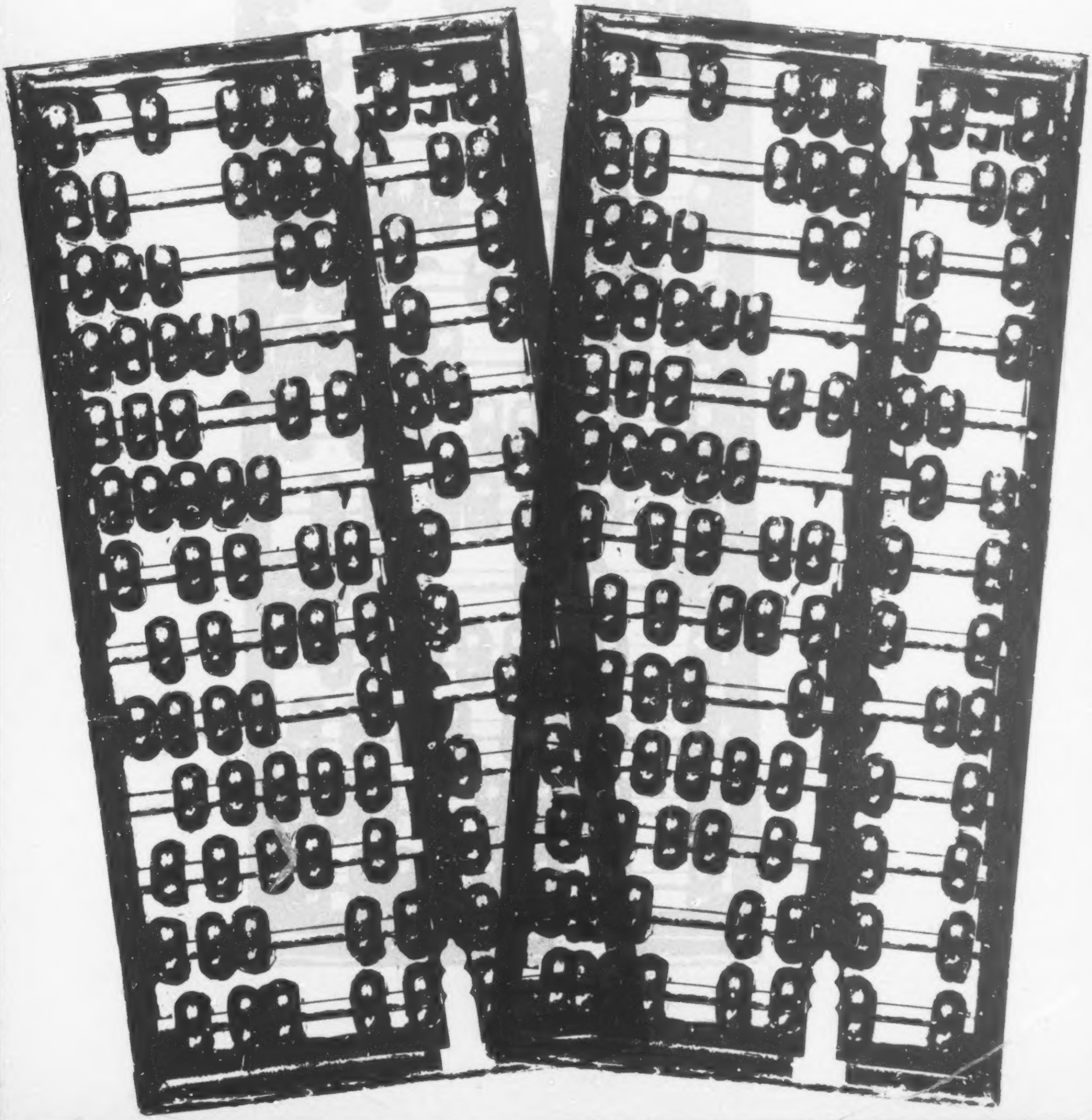
© Copyright S&MM [Sales & Marketing Management magazine, a division of Bill Communications, Inc.], 1985. All rights reserved.

ABP BPA ABC MPA

Section A

HOW WE DO IT, AND HOW WELL

An explanation of the sources of *Survey* data, the methods behind our annual estimates, and the reliability of these statistics.



Sales Management
WABC NEW YORK
the best known and best liked radio station in the world's largest market
serves 14 of the
RADIO HOMES OF AMERICA
WABC
$1.00 A COPY
Sales Management
VEY OF BUYING POWER
es Management
GAZINE OF MARKETING
SURVEY OF BUYING POWER
NEW EXCLUSIVE ESTIMATES

By RICHARD KERN
Editorial Director, S&MM Surveys

Many of the inquiries directed our way concern the nuts and bolts of *Survey* statistics. Where do they come from? How are they updated? How reliable are they? These are the things *SBP* users want to know. Market Statistics, the Bill Communications' division that produces the data for the *Survey*, is one of the oldest and most well-respected firms dealing with marketing information. In business since 1952, it is the source for *Survey of Buying Power* data, the *SBP Data Service*, and a number of other statistically-oriented publications. In addition, it is a supplier of data to Arbitron, Nielsen, and Audit Bureau of Circulations, just to name a few.

Market Statistics' president Ed Spar and senior vice president Elias Fokas recently reviewed some of the basic procedures involved with the *Survey's* estimates, and provided some insights into why the *Survey of Buying Power* has been able to remain at the top of the statistical heap for so many years. The first part of this article will cover the sources and methodologies involved with *Survey* data, followed by a discussion of the reliability and quality of the information.

Sources and methods

The *Survey of Buying Power* and the *SBP Data Service* both deal with three basic series of data we feel are most useful to marketers: Population, Income, and Retail Sales. Estimates are produced for the 3,137 counties and independent cities in the U.S., with each series containing more specific breakouts relevant to that particular category. For instance, within the Population field, total population, total households, median age, and a number of age group breaks are shown for all metro markets and all counties in the U.S., according to the latest definitions from the Census Bureau. Annual updates in the metropolitan area system are announced every June, and these changes are incorporated into the *Survey* immediately, so that the statistics published each July reflect the most up-to-date information available. Recent changes in the status of metros such as Santa Fe, Kansas City, Naples, FL, and Cheyenne, WY, have all appeared first in the pages of the *Survey*.

In terms of basic methodology, getting a feel for the local dynamics of fertility and migration in a metro or county is of primary importance. The decision to have children or to move is a function of the availability of jobs, space, goods, and services. Population cannot be measured as an isolated entity, but must be seen as an integral part of all the *Survey's* data fields: changes in household income from year to year have to make sense; the amount of dollars spent on retail trade must have consistency; expenditures for durable and nondurable goods should follow fairly regular patterns.

Consequently, by looking at a geographic unit such as a metro or county in this manner, we can put together a comprehensive picture of the dynamics of that area. This, in turn, enables us to refine our annual estimates so that the interrelationships are logical. In other words, we do a lot of crossing over of the three major categories in our estimating procedure. Let us now examine each one

Sales Management
the marketing magazine
1969 SURVEY OF BUYING POWER
S&MM
MARKETING MANAGEMENT
SURVEY OF BUYING POWER
Section B. National And Regional Summaries, Market Rankings
Section D. Canada
SALES & MARKETING MANAGEMENT
1985 SURVEY OF BUYING POWER

individually to explain, in a very basic sense, what factors are involved, and how they're used to come up with the current numbers published in the *Survey of Buying Power*.

Population. The basis from which all other figures are derived is total population. In order to estimate each county's population, the following information sources are utilized:

1. birth records
2. death records
3. Federal/State cooperative program estimates
4. *Current Population Report* data (Census Bureau)
5. public school and college enrollment figures
6. military installation statistics
7. special and local census figures
8. nursing home data
9. hospital records
10. vital statistics reports
11. special studies conducted by universities and local governments
12. chamber of commerce figures
13. data collected by local newspapers
14. migration data from the IRS.

Primarily, we look at the two major components of population change—migration and natural increase or decrease (fertility and mortality). The first step is to estimate the current fertility rate. Births can then be calculated by multiplying the fertility rate by the 15–44 female age cohort (women of childbearing age). This circuitous approach must be used, since actual birth data collected from state agencies is at least one year behind the times. Then the death rates by county are applied to the previous year's population estimates. The difference between births and deaths yields the natural increase or decrease.

The migration segment is much more complex. Utilizing data from the Bureau of the Census, Federal/State Cooperative Programs, and the IRS, we estimate the amount of migration in each county by subtracting the natural increase or decrease figure we have calculated from the Bureau's estimates. Since we know these estimates are at times subject to fluctuation, we set up a migration trend for each county to allow for any large changes in these figures. A current estimate from this trend is then developed. Once we have our first estimate of migration for the county, we check chamber of commerce, military, newspaper, and other files for indications of any special population movements into or out of a county: about 20% of the counties are readjusted using these "live" data. An independent estimate of household population, utilizing the other files, is also calculated. The migration component of population change is then combined with this natural increase or decrease to yield a total population figure for the county in question. The counties in each state are then summed and compared to Census Bureau estimates of the state's population. If there are wide discrepancies, we will look further into each individual county. We do not proportionally allocate such differences, nor do we estimate any

SURVEY HIGHLIGHT

Retail store sales: Survey vs. Census Bureau

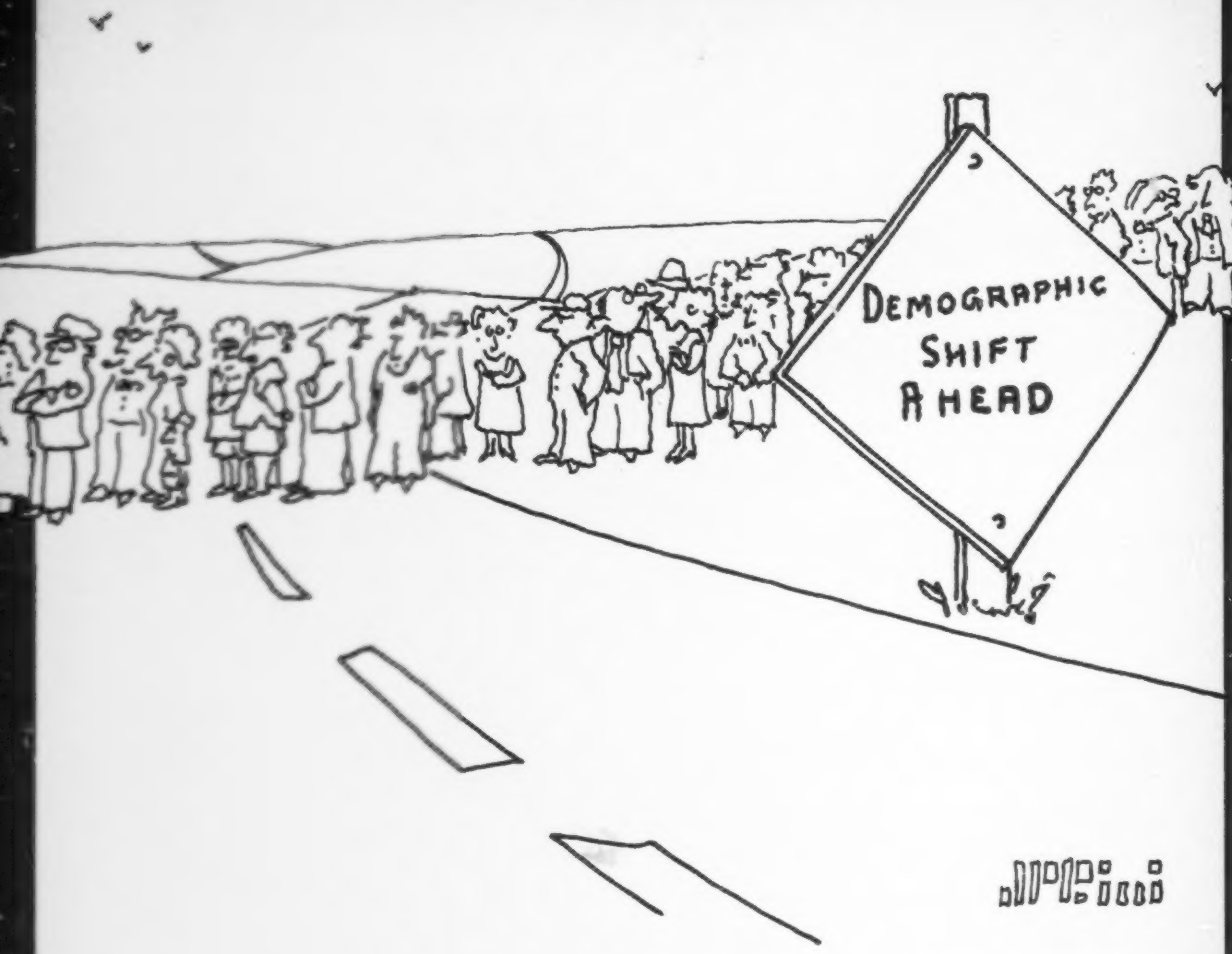
Retail Store Category	1984 Retail Sales As Reported By: Census Bureau ($ Mil.)	Survey of Buying Power ($ Mil.)	1983–84 % Change CB	SBP
Total retail sales	**$1,297,015**	**$1,296,410**	**+10.5%**	**+ 9.3%**
Durable goods	**$ 464,287**	**N.A.**	**+20.5%**	**N.A.**
Building materials, hardware, garden supply, & mobile home dealers	68,703	68,513	+14.7	+15.3
Hardware stores	9,530	N.A.	− 1.6	N.A.
Automotive dealers	277,008	272,756	+25.0	+34.3
Motor vehicle dealers	241,700	N.A.	+27.0	N.A.
Auto & home supply	24,384	N.A.	+13.5	N.A.
Furniture, home furnishings, & equipment	63,581	63,568	+22.8	+21.8
Furniture	22,474	N.A.	+14.6	N.A.
Household, appliance, radio, & TV	24,034	N.A.	+39.0	N.A.
Household appliance	7,899	N.A.	+ 6.5	N.A.
Jewelry	10,272	N.A.	+19.1	N.A.
Nondurable goods	**$ 832,728**	**N.A.**	**+ 5.6%**	**N.A.**
General merchandise	153,642	153,455	+ 7.4	+ 4.1
Department stores	129,284	N.A.	+10.8	N.A.
Misc. general merch.	15,291	N.A.	−11.3	N.A.
Variety stores	9,067	N.A.	− 2.7	N.A.
Food	269,959	270,775	+ 4.0	− 2.8
Grocery	252,936	N.A.	+ 3.7	N.A.
Gasoline service stations	100,997	104,448	− 2.1	− 3.4
Apparel & accessory	66,891	66,842	+23.9	+22.3
Men's and boys' clothing	8,432	N.A.	+ 3.2	N.A.
Women's and girls' clothing	27,899	N.A.	+31.2	N.A.
Family clothing	17,567	N.A.	+47.6	N.A.
Shoes	10,339	N.A.	+11.6	N.A.
Eating & drinking places	124,109	124,015	+ 7.3	+ 4.3
Eating places	114,339	N.A.	+10.0	N.A.
Drinking places	9,770	N.A.	−20.7	N.A.
Drug stores	44,165	44,195	+13.9	+13.0
Liquor stores	19,494	N.A.	− 1.0	N.A.
Nonstore retailers	26,243	N.A.	+11.0	N.A.

N.A.—Not Available.
Sources: Sales & Marketing Management's 1985 *Survey of Buying Power*; Census Bureau, *Revised Monthly Retail Sales and Inventories: January 1975 through December 1984*, BR-13-85.
†Sales & Marketing Management.

undercounts or illegal (undocumented) aliens not included in census counts.

The next statistic estimated is the number of households per county. Here, two sets of information are available—the most recent Census Bureau counts, and the updated household estimates for states from the *Current Population Reports*. Using the year-to-year state changes, we estimate the rate of change in the size of household. These factors, on a state-by-state basis, are applied to our previous year's household size estimates. These adjusted size figures are in turn divided into the current population estimate to yield an updated estimate of total households. Obviously, with the precipitous decline in household size, we might conceivably generate a set of estimates for a county where the population is declining, but the number of households is increasing and, given our present divorce rate, this is not so uncommon an occurrence. Sales & Marketing Management then sends these data to a sample of daily newspapers. If they feel an estimate is not accurate, we ask them to contact us. If they can produce valid data to support their claim, we will revise our estimates.

The next series of data generated is age-by-sex for each individual age. We produce these data for total population, black population, and Hispanic population. Although the data are estimated for every age, only certain age groups are published, and only the *Data Service* contains male and female breakouts. The ratio of the latest available Census Bureau counts is calculated for each pair of successive ages for both males and females in each county. The resulting figures are then divided and adjusted by corresponding ratios of total U.S. counts to get a set of "relative migration factors" for each county. Each census count (or birth count) is



©Copyright, Sales & Marketing Management

then aged, and death rates are applied as it advances through the life cycle. This figure is also multiplied by the appropriate migration factor (a factor greater than 1 indicates in-migration, a factor of less than 1 shows out-migration).

Because the migration factors are only relative, the resulting distribution for each county still has to be proportioned up or down to account for overall migration. Although this "aging" procedure eliminates the necessity of adjusting for age-specific or sex-specific migration, some counties do receive special adjustments if their migration patterns are known to have changed substantially. The counties for which these special adjustments are made are relatively few, and would include, for example, those with large-scale military-type changes, such as base closings or troop reassignments. Finally, an extra control on all estimates is obtained through the use of state-level age and sex totals derived independently by the Census Bureau.

Income. Population and income are closely related. We develop annual estimates of disposable, or "after-tax," income, referred to as EBI in the *Surveys*. The term EBI—Effective Buying Income—was developed exclusively by Sales & Marketing Management to distinguish it from other sources reporting income statistics. Using data from the Census Bureau and the Bureau of Economic Analysis, we "detax" the figures and create a county-by-county distribution. This distribution is updated annually, utilizing employment statistics supplied by each state on a county basis. By calculating the change in the per-employee earnings—relative to changes in per-household income—and applying it to the previous year's disposable income, we can effectively update the series. The final figures are then analyzed on a per-household and per-capita basis for logical growth, and the state totals are compared to the *Survey of Current Business* estimates if there is an undue change in income levels.

Once the total disposable income has been established, we then estimate the number of households in gross-income groups in thousand-dollar increments. The household incomes in each adjusted gross income (AGI) interval are similarly detaxed in order to estimate the number of households in what then become disposable-income groups. IRS data are also utilized to accomplish this. The basis for the distribution is the Census tabulations of household, unrelated individual, and family-income distributions. Working with the detaxed income-class intervals, new groups are formed based upon the growth in per-household income. As in the case of disposable income, state and local data sources are utilized here. Since we have shifted the income classes, we must interpolate to find how many households now fall within the original thousand-dollar income intervals. Up to this point, the previous year's income distribution has been redistributed based upon the changes in the economy. We then allocate the overall annual change in the number of total households in the county to each respective income class.

> 'POPULATION, INCOME, AND RETAIL SALES ARE SO INTERTWINED THAT THEY SHOULD BE LOOKED AT AS A SINGLE STATISTICAL ENTITY.'

Retail Sales. Discovering the flow of durable and nondurable goods in a local market is crucial in the fine tuning of a demographic and socioeconomic profile of an area. Utilizing the most recently available *Census of Retail Trade* data as a base, we annually update retail sales for a select number of store groups, as well as calculating an overall total. Our approach makes use of retail-sales tax data collected on county basis. The growth in taxes collected is applied to the previous year's sales, which gives us a measure of retail growth. One note: States don't always tax all items that the Census Bureau defines as a retail sale—food, for example—and some other transactions are not, by the same token, considered retail sales by the Census Bureau, but are taxed by certain states as retail sales nonetheless. For example, a shave or a shampoo are considered services, not retail sales, by the Bureau, but not by some states. Consequently, we feel that an attempt to calculate individual increases for particular store groups is a questionable—if not impossible—task. At the same time, we make use of the *County Business Pattern* data base, as well as current shopping center directories, to spot the openings or closings of establishments. Also, local chamber of commerce information collected on retail locations is crucial here.

Once total retail sales are updated, we allocate the growth to each store group. Obviously, since some kinds of sales—such as food stores—don't change in direct proportion with, say, automotive dealer sales, the allocation of growth must be weighted by the specific store group growth for each state. These data are available from the U.S. Department of Commerce and the various state commerce departments. At each step, we check the relationship between disposable income and retail sales. In 90% of the cases, this relationship is fairly constant. In some counties, however, a situation exists where retail sales are greater than disposable income. In such cases, the county's stores are obviously drawing their customers from the surrounding counties, or they are a center for tourists. This can happen in rural counties where only one shopping mall exists, or in a county with a Disney World-style park. We also track the growth in per-capita retail sales, which provides us with another means to check our population estimate. To repeat, population, income, and retail sales are so intertwined that they should be looked at a single statistical entity.

The final phase of retail sales updating deals with the merchandise lines sold in retail outlets. By estimating these sales, we now have the entire picture of retail trade in balance. The techniques for estimating these sales are similar to our retail-store-group methodology, and the key to developing good estimates for merchandise lines is the proper tracking of the percentage of a store's sales for the specific line in question. This relationship for most goods, such as furniture, apparel, and shoes, remains fairly consistent. We would expect department stores to sell, each year, about the same proportion of various merchandise. However, this is not the case in drug stores. In the 1960s, drugs represented a large percentage of total drug store sales. In the last 10 years, drug stores have become mini-supermarkets, thereby reducing this percentage drastically.

Reliability

Since 1929, when the first *Survey of Buying Power* was published, S&MM has calculated annual estimates of marketer-relevant data. Although some of the areas reported have changed over the years, the basic categories have remained intact. The opportunities this provides in terms of the construction of continuous trend lines are obvious, since it allows marketers to chart growth pat-

TABLE A

How good are the Survey's projections?

By region . . . Geography	Population 1983 Projected	(Thous.) 1983 Actual	% Difference
New England	12,849.7	12,499.9	+2.8%
Middle Atlantic	37,673.0	37,141.9	+1.4
East North Central	42,086.5	41,700.3	+0.9
West North Central	17,688.4	17,519.1	+1.0
South Atlantic	37,992.4	39,131.4	−2.9
East South Central	14,912.4	15,068.5	−1.0
West South Central	23,969.0	26,064.2	−8.0
Mountain	11,660.1	12,511.3	−6.8
Pacific	32,159.7	33,887.7	−5.1
. . . biggest states . . .			
California	24,052.1	25,332.3	−5.1%
New York	18,104.5	17,740.7	+2.0
Texas	14,356.0	15,896.8	−9.7
Pennsylvania	11,984.2	11,916.6	+0.6
Illinois	11,525.5	11,511.2	+0.1
Florida	10,117.1	10,815.5	−6.5
Ohio	10,828.8	10,767.4	+0.6
Michigan	9,387.8	9,129.3	+2.8
New Jersey	7,584.3	7,484.6	+1.3
North Carolina	5,992.8	6,120.3	−2.1
. . . and leading metros			
New York	8,432.8	8,241.8	+2.3%
Los Angeles-Long Beach	7,274.4	7,719.1	−5.8
Chicago	5,990.2	6,028.5	−0.6
Philadelphia	4,871.1	4,725.1	+3.1
Detroit	N.A.	4,346.9	N.A.
Boston	3,824.2	3,652.8	+4.7
Washington, DC	N.A.	3,363.0	N.A.
Houston	2,894.9	3,150.8	−8.1
Nassau-Suffolk, NY	2,833.3	2,665.9	+6.3
Atlanta	N.A.	2,320.0	N.A.

Notes: **N.A.**—Data Not Available. **Metros**—All metro definitions have been reconfigured, where possible, to conform to current OMB criteria. Projections for some counties in 1979 were unavailable. **% Difference**—Figures show what percentage projection was above (+) or below (−) the actual 1983 figure.

Sources: Sales & Marketing Management's *1979 Survey of Buying Power—Part II* for 1983 projections, *1984 Survey of Buying Power* for 1983 actuals.

¹Sales & Marketing Management.

terns in population, income, or whatever area they need to isolate, on a year-to-year basis.

From time to time, S&MM has published tables highlighting comparisons of *Survey* figures with historical data or with data from the U.S. Census Bureau. These tables usually compare new benchmarks from the *Census of Population*, the *Census of Retail Trade*, *Current Population Reports*, or data from back issues of the *Survey* itself. For example, projections of population from the October 1979 *Survey of Buying Power—Part II* were compared with current population estimates to check the general accuracy of Market Statistics calculations. In the case cited above, the difference between the 5-year projections taken from the 1979 *Survey—Part II* and the 1983 current estimates was, in every instance, well below the plus-or-minus 10% mark (see Table A, above). In all but 6 of the 29 regions, states, and metros where random comparisons were made, the variation was below plus-or-minus 6%. Again, the figures being compared were the 1983 projections of population published in the 1979 edition of the *Survey—Part II* and the current 1983 estimates from the 1984 *Survey of Buying Power*. By looking back at these numbers five years later, we can see just how accurate these projections were. It should also be mentioned that, in 1979, the projections for 1983 were made without benefit of the 1980 Census of Population data, which at that point had yet to be collected. In light of this, the margin of error of less than 10% is even more revealing. Since most marketers consider an "acceptable" margin of error to be 10% from the actual, we find that the *Survey's* figures fall well within that parameter in every case.

The most recent independent analysis of the *Survey's* accuracy was done in 1977 by Charles Waldo and Dennis Fuller, with their results published in the *Journal of Marketing*. Their findings were based on a random sampling of 463 counties, and comparisons were done with the most recent available Census of Population benchmarks—which were at that point, 1970 data. Using *Survey* estimates calculated for the same year, Waldo and Fuller also sampled 152 metro markets and compared the *Survey's* population figures to the Bureau's.

Here's what they found: In the case of counties, the greatest number—297 out of 463, or 64%—showed a

TABLE B

Waldo and Fuller:
An independent assessment

463 Counties:

% Variation from Actual	No. of Counties	% of Total
More than + 10%	9	2%
+ 6% to + 9.9%	8	2%
+ 2% to + 5.9%	114	25%
− 1.9% to + 1.9%	297	64%
− 2% to − 5.9%	28	6%
− 6% to − 9.9%	2	0%
More than − 10%	5	1%
Average: + 1.0%	**463**	**100%**

152 Metros:

% Variation from Actual	No. of Counties	% of Total
More than + 5%	9	6%
+ 2% to + 5%	25	16%
− 1.9% to + 1.9%	116	76%
− 2% to − 5%	1	1%
More than − 5%	1	1%
Average: + 3.0%	**152**	**100%**

Source: Journal of Marketing, Oct. 1977 Issue.
*American Marketing Assn.

TABLE C

Retail sales by store group: Comparisons and reliability

Retail Store Category	1984 Retail Sales As Reported By: SBP* ($ Mil.)	CB* ($ Mil.)	% Difference
Food stores	$270,775	$269,959	+0.30%
Eating & drinking places	124,015	124,109	−0.07
General merchandise stores	153,455	153,642	−0.12
Automotive dealers	272,756	277,008	−1.56
Furniture, home furnishings, & appliances	63,568	63,581	−0.02
Drugstores	44,195	44,165	+0.07
Apparel & accessory stores	66,842	66,891	−0.07
Gasoline service stations	104,448	100,997	+3.42
Building materials and hardware stores	68,513	68,703	−0.28
Total retail sales	**$1,296,410**	**$1,297,015**	**−0.05%**

* - **SBP:** Survey of Buying Power; **CB:** Census Bureau.
Sources: Sales & Marketing Management's *1985 Survey of Buying Power*; Census Bureau, *Revised Monthly Retail Sales and Inventories: January 1975 through December 1984*, BR-13-85.
*Sales & Marketing Management.

variation of +1.9% to −1.9% from the actual (Census Bureau) figures (Table B, above). The next largest group, 114 counties (25%), was between +2% and +5.9% *above* the actual. The third largest group of 28 counties was on the *minus* side in the same 2% to 5.9% segment. In fact, out of all 463 sampled counties, only 14, or just 3%, were more than 10% away from the Census Bureau's figures.

Out of a random group of 152 metros, the tale was basically the same. Fully 116, or 76%, were in the +1.9% to −1.9% range of variation, with another 25 (16%) in the +2% to +5% group. So, in essence, 92% of the metros sampled were within 5% plus-or-minus of the actual. Waldo and Fuller also calculated an average variation for each of these two groups, with counties showing a margin of +1.0% and metros +3.0%. It is also interesting to note that their findings on the perceived accuracy of the *Survey's* data among respondents was considerably different than the actual variation. Most felt it was within plus-or-minus 10% of Bureau benchmarks (61%), but a whopping 99% of the respondents still felt that *Survey* figures were "close enough to actual to make it a 'highly useful' or 'somewhat useful' data source."

A more recent comparison of the *1985 Survey's* retail sales by store group figures with those from the Bureau's *Revised Monthly Retail Sales and Inventories* show, for the nine store groups listed, a variation of less than 1% plus-or-minus for seven out of nine categories. The remaining two, Automotive dealers and Gasoline service stations, were −1.56% and +3.42% off from the Bureau's year-end 1984 figures respectively (Table C, above).

So what does this tell us about the accuracy of the data in the *Survey of Buying Power?* From all indications, both in-house and independent, comparisons of *Survey* and Census Bureau data show a respectable level of accuracy for both current estimates and projections over a period of 15 years. The method of collection and calculation for these data involve some very sophisticated techniques that allow for extensive cross-checking and fine-tuning. *Survey* users seem to be well aware of this level of accuracy and rely on the *Survey's* consistent quality to provide them with statistics necessary to market identification, targeting, profiling, and territory delineation.

With the number of companies that offer statistical information growing by leaps and bounds, the question has to be asked, "What makes one source better than another?" Longevity aside, the relevancy and reliability of the data contained in the *Survey of Buying Power* is easily documented. As a ready source of marketing data, the *Survey of Buying Power* stands on its own. Its usefulness as a "desk-top data base" is something we can—and do—stake our reputation on, year after year.

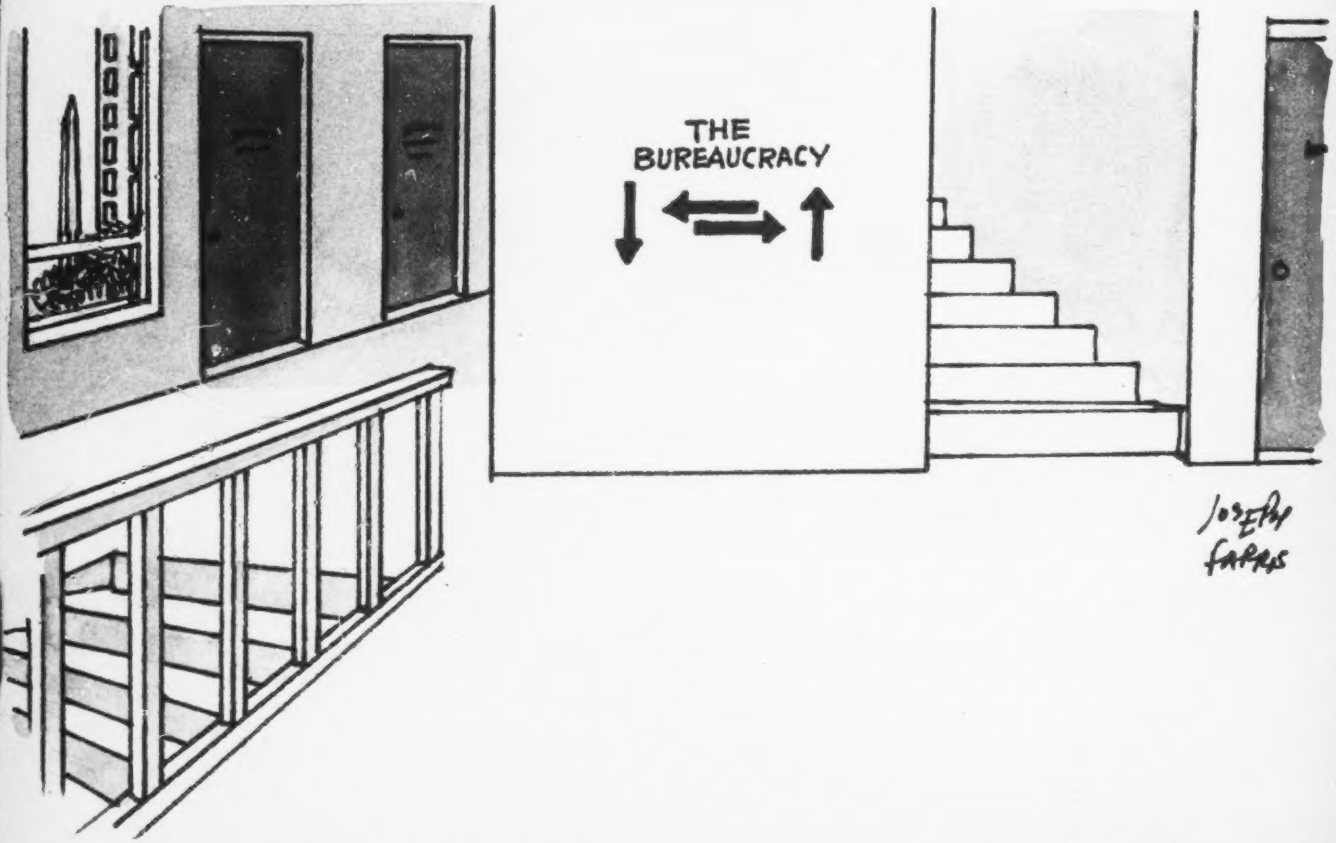
Copies of this report are available at a cost of $3.00 each from S&MM's Sales Builders Div., 633 Third Ave., New York, NY 10017 212-986-4800. Checks should be made payable to Sales Builders. **PAYMENT MUST ACCOMPANY ORDER!**

Foreign relations: Implementing an Hispanic marketing program

By STEVEN MOYA
President,
Hispanic Communications

In recent years, several major corporations have begun to address the vast size and potential of the U.S. Hispanic market and have started to actively pursue this growing consumer group. For example, in Los Angeles alone, estimated expenditures for TV, radio, and print advertising directed at the Hispanic consumer total almost $48 million annually. Campaigns have been successfully implemented across the country for everything from disposable diapers to automobiles. And why not? Those companies insightful enough to identify this important market segment have frequently been the only ones in their particular product category targeting Hispanics. Their singular commercial or print advertising has flourished in an environment free from the clutter of other competitors' information.

Through targeted marketing campaigns, corporate America has, in effect, "tapped" the Hispanic market. In doing so, these companies have used available data and research on Hispanics. However, this information has generally been applied only toward short-term goals using short-term strategies. These strategies have typically concentrated on basic items, rather than more sophisticated upscale products, and



Copyright, Sales & Marketing Management

have generally supported only product categories with a high usage index. They have also relied upon the use of Spanish-language print and electronic media as the primary means of communicating with Hispanic consumers. These strategies have not effectively positioned the companies behind these products, thus, their mission is not complete.

In a short-term framework, this limited approach has been effective in reaching the nation's fastest-growing consumer group. However, the evolving dynamics of the Hispanic market require that companies address several additional marketing realities. First, this mar-

SURVEY HIGHLIGHT

The top 25: Leading Hispanic metros

Metro	1984 Hispanic Pop. (Thous.)	% Of Metro Pop.
Los Angeles-Long Beach	2,462.5	31.1%
New York	1,562.1	18.6
Miami-Hialeah	729.4	41.5
San Antonio	608.2	51.1
Chicago	559.4	9.2
Houston	535.8	16.9
Riverside-San Bernardino	383.0	21.0
El Paso	368.3	68.4
Anaheim-Santa Ana	351.5	16.7
San Diego	347.3	16.6
McAllen-Edinburg-Mission	304.2	89.3

Metro	1984 Hispanic Pop. (Thous.)	% Of Metro Pop.
San Jose	271.7	19.7
Phoenix	242.0	13.9
Dallas	228.6	10.2
Oakland	222.6	11.9
Brownsville-Harlingen	204.5	84.7
Corpus Christi	199.8	55.8
San Francisco	191.9	12.6
Fresno	188.1	33.0
Albuquerque	173.4	37.3
Denver	172.7	10.7
Jersey City	163.0	29.7
Newark	145.0	7.8
Oxnard-Ventura	143.7	24.1
Sacramento	133.4	10.7

Source: Sales & Marketing Management's *1985 Survey of Buying Power.*
Sales & Marketing Management.

"TMS expertise allowed us to start up three sales programs in one year."

"...We weren't certain how to telemarket our maintenance agreements. Our original program with TMS was started up almost immediately with no costly staff increases or lengthy training programs. With TMS we were able to expand the program, and, in fact, were able to start up two additional sales programs the first year."

—Marcia Meaux, Field Service
Order Processing Manager,
Texas Instruments Incorporated

Call TMS now—see how our telemarketing expertise can work for you.

TELEPHONE MARKETING SERVICES, INC.

ATLANTA CHICAGO DALLAS PHILADELPHIA SAN FRANCISCO

Call 1-800-248-1800

Circle No. 119 on Reader Service Card

SURVEY HIGHLIGHT

SBP introduces three new metros!

This year's *Survey of Buying Power*, in keeping with its policy of providing readers with the most up-to-date statistics available, announces the establishment of three new metropolitan areas, in accordance with recent Office of Management and Budget (OMB) changes. New Metropolitan Statistical Areas (MSAs) established by OMB as of July 1, include **Cheyenne, WY**, (Laramie County), **Jackson, TN**, (Madison County), and **Rapid City, SD**, (Pennington County). In addition, some metro name changes and new central cities were also announced. The former Lafayette, IN, MSA has been re-named Lafayette-West Lafeyette with the addition of the second central city. Similarly, additional central cities were added to the Sacramento, CA, MSA (Roseville City) and the Charlotte-Gastonia-Rock Hill, NC, MSA (Kannapolis), although, in these two cases, metro names will remain the same. With last year's reorganization of the St. Louis, East St. Louis-Belleville, and Alton-Granite City metros into the all-encompassing St. Louis MSA (as announced in the Oct. 29, 1984 *Survey of Buying Power - Part II*), the total number of S&MM metro markets now stands at 316.

ket segment is becoming increasingly sophisticated. While brief commercial messages—considered very important by a group which has for so long been ignored—will continue to be a major part of the communications mix, they will not work without some additional support. Companies must now respond with greater sophistication in their marketing and communications efforts if they wish to effectively reach this segment. Also, as an emerging consumer group, Hispanics in the U.S. are making decisions about products and services which will help them establish long-term buying patterns. It is critical that companies attempt to influence those decisions.

Hispanics now recognize that they are more than just an ethnic or racial group. They are also a major consumer group, and with this recognition has come a feeling of power—or at least influence. This is a sentiment upon which companies can build significant relationships. The Hispanic market is developing, and with this transition comes natural changes and shifts. A variety of programs directed at these consumers will help keep companies abreast of important changes within this segment. In addition, the Hispanic market is growing six times faster than the U.S. market as a whole. It is worth developing for this reason, if not for any other. With increased educational opportunities and more two-income families, the potential for greater affluence exists, further influencing this consumer group in its purchasing habits.

'THE HISPANIC MARKET IS GROWING SIX TIMES FASTER THAN THE U.S. MARKET AS A WHOLE'

In other areas of statistics, the

(continued on page A-31)

Keep in touch.

Thanks to DiamondTel cellular telephones, driving time can be productive time. Calling across town, across the country or around the world is as easy as calling from your home or office.

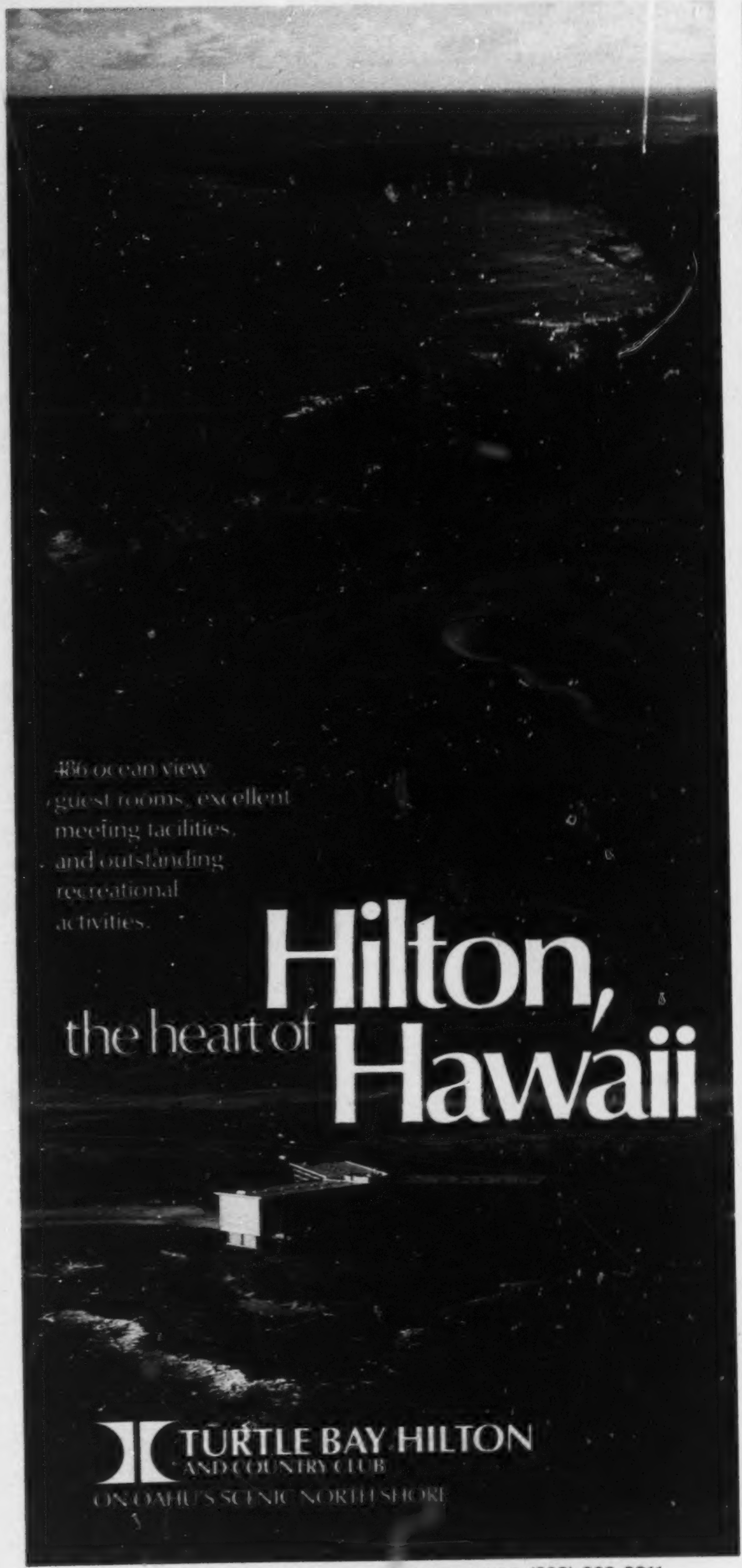
Keep in touch with projects in the field. Keep clients happy by keeping projects on line and current.

DiamondTel cellular telephones offer all that, plus the promise that comes with every Mitsubishi product: the assurance that you've purchased the absolute best.

DiamondTel
MITSUBISHI

Mitsubishi Electric Sales America, Inc. 799 N. Bierman Circle · Mt. Prospect, Illinois 60056

Circle No. 116 on Reader Service Card


486 ocean view guest rooms, excellent meeting facilities, and outstanding recreational activities.
Hilton, the heart of Hawaii
TURTLE BAY HILTON
AND COUNTRY CLUB
ON OAHU'S SCENIC NORTH SHORE

CALL THE HILTON DIRECTOR OF SALES (808) 293-8811

Circle No. 108 on Reader Service Card

SURVEY HIGHLIGHT

Nuances of regional growth: Everyone except Michigan and DC

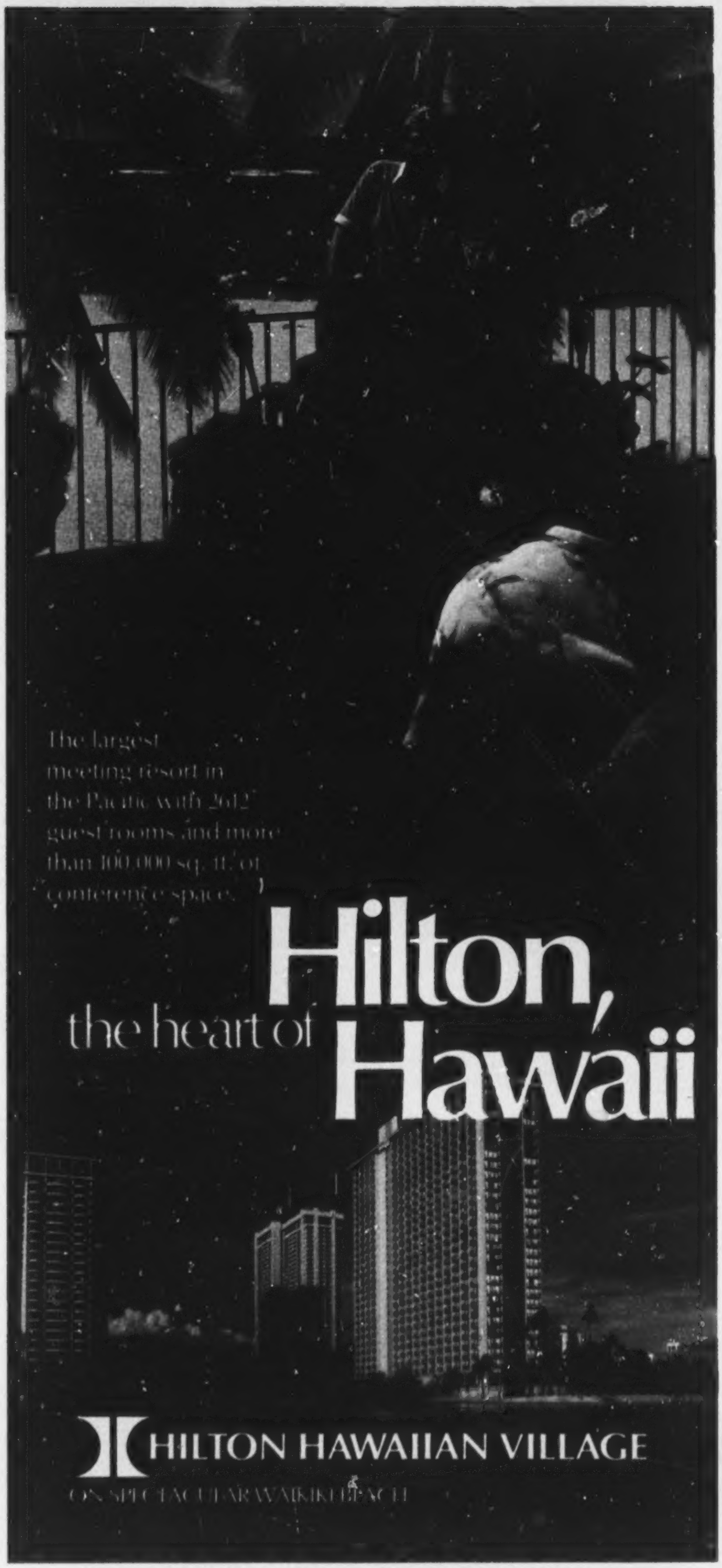
Region/State	1984 Pop. (Thous.)	Net % Change 1980–84
NEW ENGLAND	**12,605.3**	**+ 1.8%**
Connecticut	3,152.8	+ 1.4
Maine	1,165.8	+ 2.8
Massachusetts	5,807.9	+ 1.2
New Hampshire	982.4	+ 5.0
Rhode Island	963.0	+ 1.4
Vermont	533.4	+ 3.2
MIDDLE ATLANTIC	**37,426.7**	**+ 1.7%**
New Jersey	7,545.8	+ 2.2
New York	17,915.5	+ 2.2
Pennsylvania	11,965.4	+ 0.8
EAST NORTH CENTRAL	**41,892.1**	**+ 0.2%**
Illinois	11,552.9	+ 0.9
Indiana	5,556.9	+ 0.8
Michigan	9,180.2	− 1.2
Ohio	10,813.8	N.C.
Wisconsin	4,788.3	+ 1.1
WEST NORTH CENTRAL	**17,645.0**	**+ 2.1%**
Iowa	2,941.3	+ 0.6
Kansas	2,448.0	+ 3.1
Minnesota	4,183.6	+ 1.9
Missouri	5,046.6	+ 2.0
Nebraska	1,619.4	+ 2.5
North Dakota	692.4	+ 5.4
South Dakota	713.7	+ 2.8
SOUTH ATLANTIC	**39,904.5**	**+ 6.5%**
Delaware	615.0	+ 2.6
District of Columbia	618.1	− 1.7
Florida	11,166.0	+11.4
Georgia	5,889.6	+ 6.4
Maryland	4,381.6	+ 3.4
North Carolina	6,215.9	+ 4.8
South Carolina	3,353.4	+ 6.2
Virginia	5,692.4	+ 5.4
West Virginia	1,972.5	+ 0.3
EAST SOUTH CENTRAL	**15,199.2**	**+ 2.7%**
Alabama	4,042.4	+ 3.1
Kentucky	3,769.7	+ 1.9
Mississippi	2,627.2	+ 3.4
Tennessee	4,759.9	+ 2.6
WEST SOUTH CENTRAL	**26,394.7**	**+ 9.5%**
Arkansas	2,377.8	+ 2.9
Louisiana	4,500.7	+ 5.9
Oklahoma	3,348.6	+ 9.4
Texas	16,167.6	+11.7
MOUNTAIN	**12,743.3**	**+ 9.8%**
Arizona	3,106.3	+10.7
Colorado	3,224.7	+ 9.7
Idaho	1,017.1	+ 5.5
Montana	827.6	+ 4.1
Nevada	920.4	+12.0
New Mexico	1,451.1	+ 9.7
Utah	1,680.5	+12.2
Wyoming	515.6	+ 6.9
PACIFIC	**34,463.9**	**+ 6.9%**
Alaska	523.7	+27.2
California	25,806.6	+ 7.8
Hawaii	1,053.9	+ 7.6
Oregon	2,693.3	+ 0.5
Washington	4,386.4	+ 4.6
U.S. TOTAL	**238,274.7**	**+ 4.3%**

Source: Sales & Marketing Management's 1971, 1981, and 1985 *Survey of Buying power.*

	% Of U.S. Pop.	
1984	1980	1973
5.2902%	**5.4207%**	**5.7776%**
1.3231	1.3606	1.4904
.4893	.4964	.4827
2.4375	2.5126	2.7667
.4123	.4094	.3518
.4041	.4156	.4656
.2239	.2261	.2204
15.7074%	**16.0963%**	**18.1897%**
3.1669	3.2299	3.5382
7.5188	7.6702	8.9100
5.0217	5.1962	5.7415
17.5815%	**18.2938%**	**19.7614%**
4.8485	5.0122	5.4534
2.3322	2.4127	2.5515
3.8528	4.0647	4.3786
4.5384	4.7324	5.2253
2.0096	2.0718	2.1526
7.4052%	**7.5633%**	**8.0157%**
1.2344	1.2798	1.3787
1.0274	1.0394	1.1140
1.7557	1.7959	1.8639
2.1180	2.1655	2.3065
.6797	.6913	.7263
.2905	.2876	.3029
.2995	.3038	.3234
16.7474%	**16.4036%**	**15.1408%**
.2582	.2623	.2667
.2594	.2751	.3720
4.6861	4.3878	3.3970
2.4781	2.4230	2.2727
1.8389	1.8542	1.9310
2.6088	2.5955	2.5016
1.4074	1.3819	1.2776
2.3890	2.3628	2.2813
.8278	.8610	.8409
6.3789%	**6.4776%**	**6.3012%**
1.6965	1.7164	1.6886
1.5821	1.6186	1.5751
1.1026	1.1117	1.0978
1.9977	2.0309	1.9397
11.0774%	**10.5458%**	**9.5812%**
.9979	1.0116	.9480
1.8888	1.8605	1.8049
1.4054	1.3389	1.2646
6.7853	6.3348	5.5637
5.3481%	**5.0895%**	**4.1056%**
1.3037	1.2278	.8847
1.3534	1.2869	1.0999
.4269	.4218	.3511
.3473	.3480	.3370
.3862	.3598	.2417
.6090	.5790	.5042
.7052	.6552	.5241
.2164	.2110	.1629
14.4639%	**14.1094%**	**13.1268%**
.2198	.1795	.1519
10.8306	10.4945	9.8653
.4423	.4285	.3882
1.1303	1.1722	1.0374
1.8409	1.8347	1.6840
100.0000%	**100.0000%**	**100.0000%**

N.C.—No Change.

Sales & Marketing Management.


The largest meeting resort in the Pacific with 2612 guest rooms and more than 100,000 sq. ft. of conference space.
Hilton, the heart of Hawaii
HILTON HAWAIIAN VILLAGE
ON SPECTACULAR WAIKIKI BEACH

CALL THE HILTON DIRECTOR OF SALES (808) 949-4321

Circle No. 109 on Reader Service Card

SURVEY HIGHLIGHT

1985 SBP contains new Census of Retail Trade data

This year's edition of the *Survey of Buying Power* contains retail sales statistics based on newly published benchmark data from the U.S. Census Bureau. The *Survey's* three data fields—population, income, and retail sales—are updated from the most recently available bureau statistics. In the case of retail sales, 1982 figures have finally been released in their entirety, and the necessary changes have been incorporated into *Survey* estimates. One note of caution: Whenever an adjustment is made for new benchmark data, trend lines are often thrown out of whack. Comparisons between 1983 and 1984 calender year data should be made with the proper footnotes explaining any discrepancies in totals.

When making intercensal-year calculations, every attempt is made to produce estimates that will dovetail with new benchmarks when they are released. However, in the world of statistics, there is no such thing as a "sure thing." Consequently, some annual rates of retail growth may suddenly go flat or even reverse themselves. Such occurrences can be chalked up to statistical aberrations rather than to the reality of the market itself.

In terms of accuracy, comparisons between 1982 Census of Retail Trade actuals and 1982 estimates from the 1983 *Survey* show a remarkable consistency. Of the 3,137 counties in the U.S., fully 2,078 showed a margin of error of 5% or less (+ or −) from Bureau benchmarks. This translates to just over 66% of all counties nationwide. Most marketers and statisicians consider a 10% margin of error (+ or −) to be an "acceptable" figure, and *Survey* estimates fall well within this parameter. The next group of counties—721—were between 5% and 10% (+ or −) from the actuals, making a total of 2,799 counties (89%) with a margin of error of 10% or less. Rounding out the remaining 338 counties, 206 fell in the 10%–15% (+ or −) range, 92 in the 15%–25% (+ or −) range, and 40 in the over-25% (+ or −) range. A more in-depth discussion of the *Survey's* accuracy can be found in the article, "SBP: How we do it, and how well," beginning on page A-7.

How to make a big splash on Monterey Bay.

Now there is a hotel that showcases Monterey's keynote attraction—the surrounding sea. This grand hotel on the bay was designed to host "Top Brass" meetings and v. special events. A glittering ballroom . . . eleven expandable Executive Conference Salons. The ladies & gentlemen who attend summit-level meetings will appreciate the private quality of the Monterey Plaza, the Grand Classe elegance of the 290 guest rooms, *alta cucina* dining, and the professional polish of our staff. Everything else you want to know about the grand hotel on Monterey Bay is as close as (408) 646-1700.

MONTEREY PLAZA
THE GRAND HOTEL ON THE BAY

400 Cannery Row, Monterey on the Bay, CA 93940. Reservations/information: Toll free (California) 800-334-3999 (U.S.) 800-631-1339.
Proudly presented by Rossi Hotels.

Circle No. 117 on Reader Service Card

Hispanic market is, at this point, painfully young. Almost two-thirds of all Hispanics are under the age of 30, and 43% are under age 20. Developing this market now means a direct investment in the future of these consumers. A view toward the future requires that companies begin to broaden their marketing efforts through the implementation of long-term marketing plans. A more sophisticated approach should incorporate two important objectives:

1. Development of the Hispanic market, which will enhance consumer demand for a greater variety of products—especially upscale ones; and
2. The creation of a strong and identifiable consumer base which will provide long-term loyalty for both the product and the company.

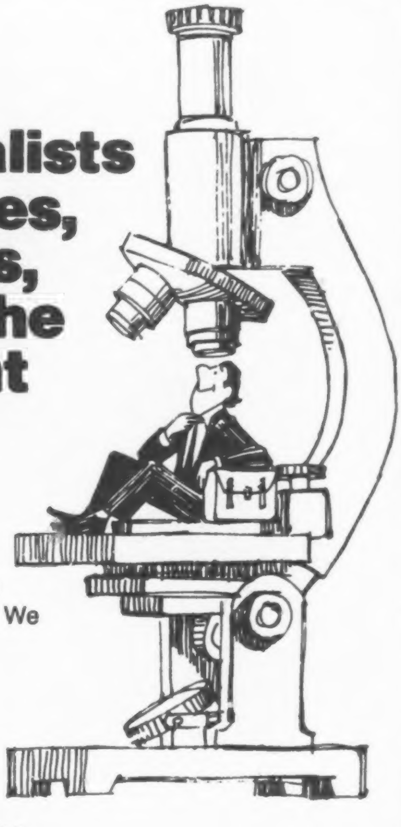
To adequately address these factors, companies must make the commitment and investment in a broad range of marketing, advertising, and public relations/communications programs. A discussion of the major points such programs should cover, for those who have been examining this market segment, is outlined below. The step from theory to practice is often the most difficult. Here's how to start the ball rolling.

The people

In promoting a company's products, the advertising and marketing units have traditionally been assigned most of the responsibility. These units, however, are often ill-equipped to establish and maintain lasting communications efforts directed at a specific market segment. Herein lies the strength of a comprehensive and well-defined Hispanic public relations and communications program.

The public relations function is charged with creating or modifying a particular opinion, perception, or belief. The same can generally be said about advertising and marketing. There are a few major differences, however. Public relations achieves its goals through two-way communication and the use of a variety of programs, tools, and methods usually unavailable to either advertising or marketing departments. Its function and purpose are uniquely independent in this respect.

In developing any program, management must create an environment conducive to the implementation of an Hispanic public relations/communications program. Broad internal support is essential for such a program, since this effort is a long-range and strategic one. Equally important is the company's rationale for establishing a pro-



With over 500 specialists in 100 offices, in 35 states, we'll find the sales talent you need.

Nobody can find sales talent like Sales Consultants. We save you time and money and locate the kind of experienced sales and sales management people you're looking for. **And you pay no fee until you make the final hiring decision.**

Thousands of client companies, large and small, depend on us to find qualified sales people fast. You should too. Give us a call today.

Look in the White Pages
for the Sales Consultants
office nearest you.

® SALES CONSULTANTS®
Finding sales and sales management talent is our only business.℠

Circle No. 118 on Reader Service Card

gram. It must be clearly defined, since this corporate philosophy will bind all other activities into a comprehensive and effective Hispanic public relations program. The company should also review its internal resources, in terms of how the Hispanic community could benefit from its products or services. Find out which staff members are familiar with the Hispanic market and its needs, and take into account any previous relations with Hispanic organizations.

There are several audiences in the mainstream community with whom a company communicates. The Hispanic community is no different. In reaching the Hispanic market, whether local, regional, or national, there are a few basic groups to consider. Generally speaking, they are:

The community at large—The largest of these audiences—or "publics," as we will refer to them here—is the general Hispanic community. This group reflects the dynamics of the entire Hispanic market in that it is large, young, and is growing fast. It is in need of communication and information from both the private and public sectors, because—until recently—it has been ignored by marketers.

Community and civic leaders—Hispanic community and civic leaders are another valuable target audience. These leaders can either actively support a company's Hispanic public relations activities or—if ignored—foster an unfavorable environment, creating a backlash response.

Among the more familiar and larger associations are the Mexican-American Legal Defense and Education Fund (MALDEF), the American GI Forum, and the League of United Latin American Citizens (LULAC). However, it is equally important to address local community-based nonprofit organizations as well. Grass roots commitment and visibility is a critical element here.

'THERE ARE SEVERAL AUDIENCES IN THE MAINSTREAM COMMUNITY WITH WHOM A COMPANY COMMUNICATES.'

Government leaders—Hispanic political influence is manifesting itself across the U.S. It will continue to grow, as more Hispanics become involved in the electoral process and are elected or appointed to positions of public influence. This is evidenced in the strength of such

REDUCE YOUR OVERHEAD AND IMPROVE YOUR IMAGE.

Nothing improves your corporate image like the new Eiki POP-1 Portable Overhead Projector.

Briefcase sized to carry in one hand, you can unfold the Eiki POP-1 in just 5 seconds. Its powerful 360 Watt lamp projects the brightest image of any portable overhead. Always crisp and clear, even under normal lighting conditions. What's more, you can project 8½" x 11" documents vertically or horizontally.

And after all is shown and done, unplug Eiki's retractable cord and reduce your overhead to its original 4½" width.

The new Eiki POP-1. The best way yet to turn your overhead into profit.

EIKI

For further information or a demonstration write:
Eiki International, Inc., P.O. Box 30000, Laguna Niguel, CA 92677-8000
Or phone: 714/831-2511

SURVEY HIGHLIGHT

For richer or for poorer: Median household Effective Buying Income

for the top 10 . . .

Metro	1984 Median Household EBI
Nassau-Suffolk, NY	$41,279
Bridgeport-Stamford-Norwalk-Danbury, CT	39,223
Anchorage, AK	38,145
Middlesex-Somerset-Hunterdon, NJ	38,100
San Jose, CA	37,776
Lake County, IL	37,494
Bergen-Passaic, NJ	36,140
Brazoria, TX	36,059
Washington, DC	36,002
Anaheim-Santa Ana, CA	35,901

. . . and bottom 10 metros

Metro	1984 Median Household EBI
Chico, CA	$18,860
Las Cruces, NM	18,482
Brownsville-Harlingen, TX	18,293
Visalia-Tulare-Porterville, CA	17,838
Gadsden, AL	17,829
Panama City, FL	17,550
Ocala, FL	17,286
McAllen-Edinburg-Mission, TX	17,167
Laredo, TX	16,663
Jacksonville, NC	16,356

Source: Sales & Marketing Management's *1985 Survey of Buying Power.*

©Sales & Marketing Management.

organizations as the Congressional Hispanic Caucus and the National Association of Latino Elected and Appointed Officials (NALEAO), to name two.

Hispanic representatives are more aware and appreciative of private sector support in their communities and are willing to involve themselves with responsible companies in their efforts to reach and assist the Hispanic consumer. Hispanic public officials also hold major seats on committees which regulate a wide range of industries. Sound government relations are imperative.

Religious leaders—One public which can be easily underestimated is religious leadership. Even today, the Roman Catholic Church still has a profound influence on the lives of many Hispanics. Religious leaders are assuming an active role in campaigning for social services, corporate responsibility and participation, and local employment. These leaders and their organizations have begun pressuring the private sector to support local nonprofit organizations which provide badly needed

WHAT INCENTIVE TRAVEL IS COMING TO IN BOSTON.

The Westin Hotel, Copley Place brings you the best of Boston. From the Boston Pops to Faneuil Hall Marketplace. Plus all the sights of colonial New England.

For help in planning an incentive program that will go down in history, call the Incentive Sales Manager at (617) 262-9600. The Westin Hotel, 10 Huntington Ave., Boston, MA 02116.

THE WESTIN HOTEL
Copley Place Boston

Circle No. 120 on Reader Service Card

social and community services.

Business and corporate leaders—Hispanic business and corporate leadership represent outstanding opportunities for joint community relations programs. These individuals, who represent Hispanic chambers of commerce, business associations, and professional organizations, offer a wealth of talent and insight into the Hispanic community—local, as well as regional and national. They form a highly important influence group to marketers.

Employees—A company's own work force should reflect the ethnic composition of the community in which it operates. This is extremely important in areas of high Hispanic concentration, since employment is a critically important issue in the Hispanic community. Hispanics should be well-represented throughout management, as well as in the rank-and-file.

SURVEY HIGHLIGHT

Caution on retail sales estimates!

Total retail sales and store group sales in the 1985 *Survey of Buying Power* are not directly comparable to figures published prior to this year. The 1984 estimates in this year's *Survey* are updates from the 1982 Census of Retail Trade whereas, estimates in the 1979-84 *Surveys* used the 1977 Census of Retail Trade as a benchmark. Therefore, when constructing trend lines that contain overlapping data, be certain that any discrepancies are footnoted accordingly. In some cases, what at first may look like a drop in retail sales for a metro or county is actually a readjusted figure that allows for new benchmark data.

Educational leaders—Both small companies and large corporations should have a social commitment to assume a leadership role in the educational systems of their local communities. The educational careers of Hispanics is an area of strong concern, and a good rapport with leaders in this sector is very important.

Students now in school are the employees, managers, and chief ex-

WE'VE GOT TO START MEETING LIKE THIS.

The La Costa Conference Center. It's the relaxing, activity-filled place to hold your next meeting or conference. With spacious gathering areas. Flexible enough to serve the needs of a small group. Or a larger meeting. Advanced enough to offer the best in amenities and conveniences. And a personal conference coordinator to help plan all activities and to make sure your sessions run effectively and smoothly.

So smoothly you'll have time for golf on the famous La Costa 36 hole Tournament of Champions course. Plus tennis on 23 world-class all weather courts. Followed by total physical pampering in our world-famous spa. And topped off with the culinary masterpieces of noted international chefs in seven intriguingly-different restaurants.

For complete information and assistance, call Alex Frankel or Judy Roen at 1-800-854-6564. In California, call 1-800-542-6200.

The La Costa Conference Center. It meets you a lot more than half way.

La Costa.
Resort. Spa. Conference Center.

Circle No. 111 on Reader Service Card

900
GUEST ROOMS AND
COMPLETE
MEETING FACILITIES
IN HOUSTON'S
GALLERIA.

Surround your meeting with the excitement of the spectacular Galleria. A city of 250 shops under glass, where excellence in dining, recreation, shopping and entertainment are side by side with Houston's most complete meeting environment.

Only The Westin Galleria and The Westin Oaks offer the world's largest lobby under one roof. 900 guest rooms and suites, 32 meeting rooms in a range of sizes, three ballrooms, an exhibition hall, professional in-house catering and audio-visual services. An adjoining health and sports facility has a jogging track and heated outdoor pools.

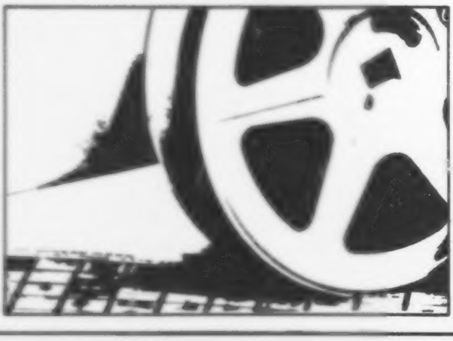
Hold your next business meeting in Five Diamond award-winning luxury, at *surprisingly competitive rates.* The Westin Hotels of Houston. Excellence, in the heart of the Galleria.

Please call, 713-960-8100, and ask for the Director of Sales. The Westin Oaks, 5011 Westheimer, The Westin Galleria, 5060 West Alabama, Houston, Texas.

THE WESTIN OAKS
THE WESTIN GALLERIA
Houston
In Dallas, stay at The Westin Hotel, Galleria.

Circle No. 121 on Reader Service Card

This Publication
is available in Microform.



University
Microfilms
International

300 North Zeeb Road
Dept. P.R.
Ann Arbor, Mi. 48106

ecutive officers of tomorrow. Participation in the educational process is an investment in the future. This is especially true in Los Angeles, where more than 50% of the current student population is of Hispanic descent.

Professional services—Local Hispanic communities are becoming increasingly vocal in their efforts to garner a representative share of corporate dollars spent for professional services. A company must be sensitive to its relations with providers of contracted services, which include suppliers, vendors, creative services, legal counsel, and banks. Hispanic small businesses will continue to lobby for more participation in contracted services.

The program

The one thing that gives some substance to a company's efforts to reach its Hispanic public and address issues of concern in the Hispanic community is its Hispanic public relations/communications program. There are eight general components to a comprehensive public relations program: consumer relations, marketing public relations, media relations, community relations, corporate philanthropy, employee relations, vendor relations, and corporate public relations. Individually, they involve:

Consumer relations—Through good consumer relations, a company can effectively demonstrate its responsiveness and understanding of the Hispanic consumer. Hispanics have historically been ignored by companies in their consumer and product education efforts. As a result, Hispanics are insatiable in their desire for new information on product or service usage. And, as Hispanic consumers become more sophisticated in their purchasing habits, this information will become more important.

Health and consumer fairs, product safety and public service programs, point of sale and direct mail material, consumer information hotlines, exhibits and displays, and speakers bureaus are just a few of the tools which can be used effectively to communicate with Hispanics.

Marketing public relations—An emerging sub-group within public relations, marketing public relations may be used to implement a variety of activities, ranging from sponsorship of sports or recreational events to job fairs and holiday festivities, such as Cinco de Mayo or Sept. 16 (Mexican Independence Day).

In an effort to better relate to the Hispanic consumer, more companies are recruiting the services of well-known Hispanics, such as Julio Iglesias or Pelé. Through these company representatives, products and services can be effectively marketed to Hispanics through a common cultural or language tie.

News media relations—A company must establish working partnerships with Hispanic and Spanish-language TV, radio, and print media to effectively reach the Hispanic community. Strong ties with these media not only foster a mutual understanding, but also establish a rapport with media leaders, who serve as the information "gatekeepers" who are in a position to assist you in your efforts. Likewise, overall corporate support of Hispanic media is paramount.

> 'ESTABLISH A RAPPORT WITH MEDIA LEADERS WHO SERVE AS THE INFORMATION GATEKEEPERS.'

Community relations—In developing a sound Hispanic community relations program, it is necessary to select those organizations and activities which are the most appropriate and effective for your

Start your search here!

WE'VE GOT A SOURCE BIG ENOUGH TO STAND ALONE.

The Rand McNally Commercial Atlas & Marketing Guide can be your "one stop source" for day-to-day reference, research, and planning information!

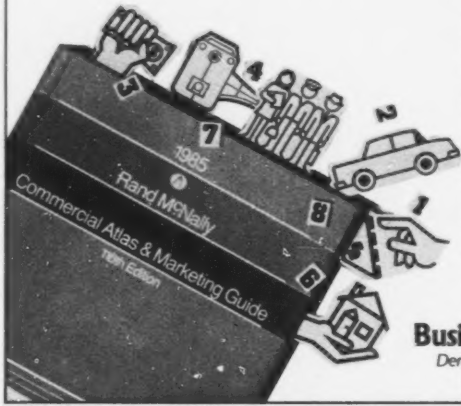
This compedium includes data on 151,000 named places—of which 91,000 are exclusively compiled by Rand McNally.

The Commercial Atlas is "the best first place to look" to help make sales, marketing, and general business decisions.

Available by calling Rand McNally (312) 673-9100.

© Copyright 1985 by Rand McNally & Company

Rand McNally
Business Reference Products
Demand the very best...ask for us by name
P.O. Box 7600, Chicago, IL 60680



Circle No. 123 on Reader Service Card

Corporate giving. Without it, a lot of important things might go out of business.

A lot of organizations in a lot of different fields could barely exist without help from corporations.

To their credit, a great many companies realize this.

Every year for the past ten years, corporate giving has gone up. And that's something the entire corporate community can take pride in.

There are so many ways a corporation can give. So many ways to lend a hand.

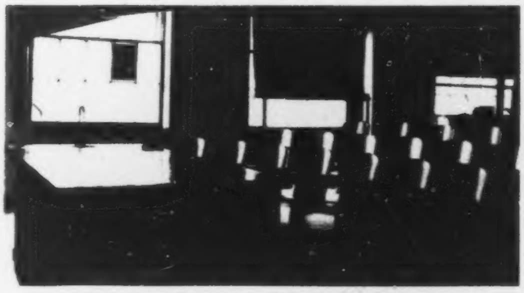
The fact is, when corporate giving thrives, so do the organizations it supports.

And everyone profits.

Lend a hand

INDEPENDENT SECTOR Ad Council

A Public Service of This Publication.
©1984 The Advertising Council, Inc.



If You're A Marketing Professional

...you belong in the American Marketing Association.

Special Introductory Offer

Busy professionals have to be selective with their time. They carefully choose the books they read, the company they keep and the organizations they join. These same professionals understand the importance of anticipating marketing trends. For these reasons you should join the 25,000 AMA marketing professionals with this special introductory *professional membership* offer of $85 and benefit from:

- An annual *Marketing News* subscription
- Unlimited use of AMA's Marketing Information Center—just a phone call away
- Local chapter participation and benefits where applicable
- Discounts on more than 20 conferences and seminars
- A personally engraved certificate and walnut-finished membership plaque

and much more!

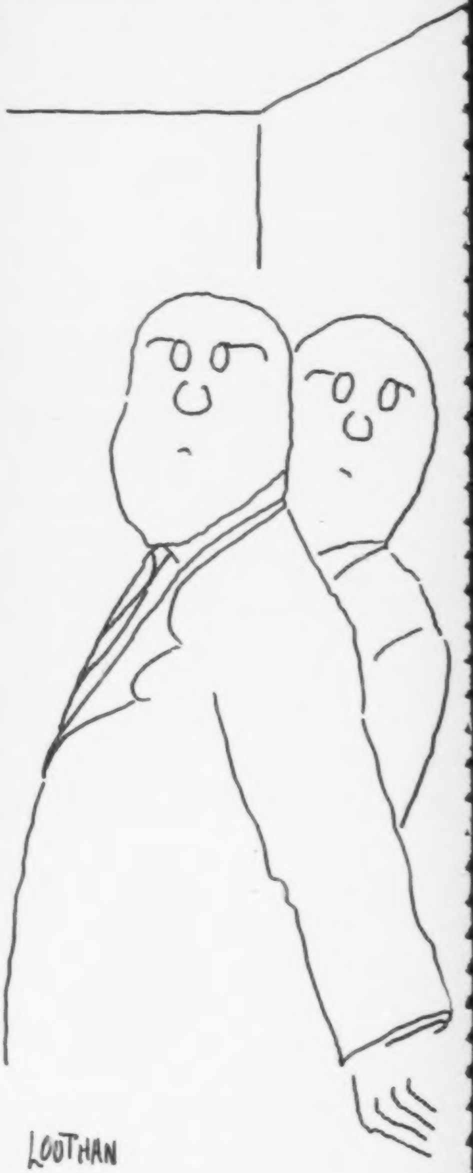
Mail payment (payable to AMA) and/or coupon to:
Philip Sonni, Membership Development,
250 South Wacker Drive, Chicago, IL 60606.

☐ Yes, I've enclosed my $85 payment for AMA's introductory professional membership.
☐ I'm interested in joining. Please send me more information.
☐ VISA
☐ MASTERCARD Card No. ____________ Exp. Date ______
Name ____________ Signature ____________
Company ____________ Title ____________
Address ____________
City ____________ State ____________ Zip ____________
Phone (   ) ____________

SM7B

AMERICAN MARKETING ASSOCIATION

particular business. It is important to develop a philosophy which will guide the company's involvement with the Hispanic community. A good example of such selectivity and targeting is the Anheuser-Busch Co. Through its corporate relations department, the company has tar-



Wanting to get ahead, Bill looks to see things from an executive point of view.

Copyright, Sales & Marketing Management

Circle No. 102 on Reader Service Card

geted several specific areas in which financial support to the Hispanic community is both appropriate and economically feasible. Leadership development, employment, training opportunities, postsecondary education, art and cultural programs, and health care services are the primary areas in which this funding is directed. These areas are also the main issues of importance in the Hispanic community and, consequently, they are the efforts in which the company has invested its philanthropic dollars with maximum impact.

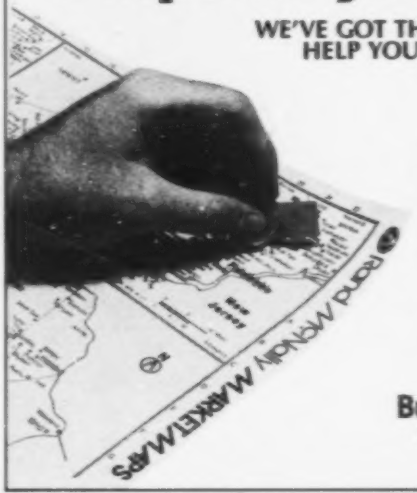
Verbal support means little without concrete action. Corporations must become active participants. The community relations program acknowledges these commitments and helps position the company as a responsive, responsible, and supportive citizen of the Hispanic community.

Corporate philanthropy—Public/private partnerships are becoming commonplace and more critical in the areas of health care, employment development, training, education, and general social services. These partnerships combine corporate philanthropy with community and government relations programs. These efforts must be topical, relevant, and cost-effective. One example of such a partnership is the Health Manpower Development Program sponsored by Project HOPE. In California, Arizona, and Texas, Project HOPE established a partnership involving the federal government, several border-area colleges, and a number of private foundations and corporations. Through this joint effort, more than 1,000 new health care workers will be trained and employed in this medically underserved, high unemployment region along the U.S.-Mexican border.

These and other similar programs present outstanding opportunities for corporate involvement and high visibility, while ensuring that financial support is targeted for specific

Pinpoint your market.

WE'VE GOT THE MAPS TO HELP YOU DO IT.



On Rand McNally MarketMaps you can clearly visualize your sales network, analysis, or strategies.

MarketMaps offer an up-to-date geographic base–in a wide variety of detail and sizes.

MarketMaps. Simple...easy...an effective way to map your plans.

Available at quality office products, map, and book stores near you.

© Copyright 1985 by Rand McNally & Company

Rand McNally
Business Reference Products
Demand the very best...ask for us by name
P.O. Box 7600, Chicago, IL 60680

Circle No. 123 on Reader Service Card

A COSTLY MISTAKE IN GETTING LEADS OUT.

EMERY
WORLDWIDE
FEDERAL EXPRESS
LETTER EXPRESS
AIRBORNE

Getting hot leads out by courier is an expensive habit. An expense MCI Mail® makes expendable.

Because MCI Mail lets you use your PC to get important leads out in an instant. For a fraction of the cost of a courier. So you can send more leads out faster—without spending more. And have a better chance to close deals before leads get cold.

Call 800-MCI-2255 or in Washington, D.C., 833-8484. The quicker you call the faster you'll start closing deals. And building profits.

MCI Mail

NOW IS THE TIME FOR MCI MAIL.

© 1985 MCI Communications Corp. MCI Mail® is a registered service mark of MCI Communications Corp.

Circle No. 113 on Reader Service Card

1986
JOSEPH FARRIS

"Hold it! You're premature!"

© Copyright, Sales & Marketing Management

programs meeting specific social needs.

Employee relations—Not all Hispanic public relations programs are devoted to external audiences. As mentioned earlier, [illegible] of the most important publics is a company's own work force. This objective should not be viewed as an equal opportunity-type measure, but rather as an opportunity to use the talents and insights of Hispanic employees who can, in turn, use their resources to assist the company in its Hispanic public relations, advertising, and marketing efforts.

Vendor relations—Economic participation in the Hispanic community also includes representative use of suppliers, contractors, and providers of creative, professional, and financial services. With businesses ranging from advertising, public relations, and graphic design companies to law firms, personnel agencies, and banks, it is imperative that companies direct adequate portions of their creative and professional budgets toward Hispanic-owned or Hispanic-directed concerns.

Corporate relations—Lastly, corporate relations should tie all the aforementioned components together, presenting the company in a positive light as a responsible corporate citizen. Corporate public relations "sells" the company to all of its constituencies, and reinforces its commitment to the local, regional, and national Hispanic audience.

For a segment whose daily existence revolves around the community—a segment that regards education, religion, and civic pride as very necessary parts of life—Hispanics have rarely been approached in the in-depth manner essential to establishing success in their market. The kind of across-the-boards program outlined here has proven successful for a number of companies, and, as Anheuser-Busch's senior marketing coordinator, Victor Ornelas, says, "If you want to be successful, you have to be perceived as genuinely interested, otherwise they'll [Hispanics] see right through you."

Anheuser-Busch's Hispanic marketing program has recently expanded to include not only community related projects and promotions, but also the production of three short films chronicling the contributions Hispanics have made to American culture and history. The films have been made available to civic groups, clubs, and any other organization that requests copies, and the bond that is formed between corporation and community through this type of effort is "worth more than any traditional marketing program we could come up with," says Ornelas.

Other companies that have traditionally targeted Hispanics, companies such as Goya Foods, Secaucus, NJ, consider this kind of approach "most important," and have for many years been involved in community activities ranging from parades to scholarship programs. Again, this kind of grass-roots approach shows the company in a favorable light which easily translates into positive consumer reaction and brand loyalty.

"We're salesmen 24-hours-a-day in the Hispanic community, says Ornelas, "and the people-to-people-style relationships we establish are part of a conscious effort that reaches from the drivers and distributors all the way to the CEO." S&MM

Copyright notice and rights of reproduction

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce all or any part of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

Zip codes...people...places.

WE'VE GOT THE HANDY GUIDES TO KEEP AT YOUR FINGERTIPS.

Rand McNally offers a full line of Business Reference products that give you, and your staff, vital data–fast.

In each product you'll find the quality and careful attention to detail that is our hallmark.

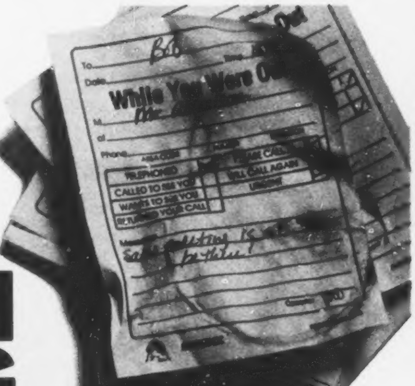
- Rand McNally Sales & Marketing Atlas
- Rand McNally Zip Code Atlas
- Rand McNally Green Guide: U.S. places with over 100 people
- Rand McNally Commercial Reference Map and Guide—plus many more.

Available at quality office products, map, and book stores near you.

Rand McNally
Business Reference Products
Demand the very best...ask for us by name
P.O. Box 7600, Chicago, IL 60680

© Copyright 1985 by Rand McNally & Company

Circle No. 123 on Reader Service Card



A COSTLY MISTAKE IN MANAGING YOUR SALES FORCE.

You call. He's out.
He calls back. You're out.

You can lose hours that way—and countless sales.

That's why you need MCI Mail.® It lets you use your PC to contact your sales force directly anytime of the day. Send and receive messages instantly. Or get sales forecasts and competitive information.

MCI Mail makes your sales force more productive so they can close more deals. And boost your bottom line.

Call 800-MCI-2255 or in Washington, D.C., 833-8484 and increase your profits instead of increasing your phone bill.

MCI Mail
NOW IS THE TIME FOR MCI MAIL.

© 1985 MCI Communications Corp. MCI Mail® is a registered service mark of MCI Communications Corp.

Circle No. 114 on Reader Service Card

Sales and marketing with our 4 Surveys

Users of the *Survey of Buying Power* are well aware of its applications in the areas of sales and marketing. For the salesperson, its value as a quota-setting tool, or an aid in performance appraisal and territory analysis, is well-documented. In marketing, the selection of channels of distribution, the targeting of markets, or the charting of market potential are also among the tasks the *SBP* performs. In most cases, these functions are performed by sales and marketing people already employed by major corporations. Many of them have learned how to use the *Survey* from their colleagues, or from previous on-the-job experience. An increasing number, however, have learned to understand and utilize the *Survey* before they ever reach the job market, through its increased use as a teaching tool in college and grad school marketing classes.

For students just entering the highly competitive arena of market-

Profiles and targets: Everything you always wanted to know about Des Moines

SURVEY OF BUYING POWER:
Population—380,800 (U.S. rank—113th)
Median age—31.1 yrs.
% of population age 25–34—18.7%
Number of households—150,400 (U.S. rank—103rd)

Effective Buying Income (EBI)—$4,666,405,000 (U.S. rank—97th)
Median hshld. EBI—$28,343 (U.S. rank—72nd)
% of hshlds. with EBIs more than $50,000—13.5% (U.S. rank—56th)
Buying Power Index (BPI)—[illegible]% of total U.S. (U.S. rank—[illegible])

Total retail sales—$2,342,867,000 (U.S. rank—103rd)
General merchandise sales—$[illegible]558,000 (U.S. rank—93rd)
Food store sales—$525,543,000 (U.S. rank—94th)
Automotive dealer sales—$507,424,000 (U.S. rank—103rd)

SURVEY OF INDUSTRIAL & COMMERCIAL BUYING POWER:
Total shipments, all manufacturing (Polk County)—$2,693.7 Mil.
Total manufacturing establishments (Polk County)—194
Major industry receipts—Tires & inner tubes (SIC 3011)—$515.4 Mil.
Farm machinery & equip. (SIC 3523)—$210.5 Mil.
Gen. medical & surgical hospitals (SIC 8062)—$220.9 Mil.
% of total U.S. shipments/receipts in SIC 3011—4.6335%

SURVEY OF BUYING POWER—PART II:
Projected population, 1988—389,500
Projected total hshlds., 1988—157,700
Projected average hshld. EBI, 1988—$45,581
Des Moines newspaper market coverage—458,100 hshlds.
36.9% hshld. coverage
Des Moines ADI (TV market) coverage—369,600 hshlds.
Population age 2–11—130,100

SURVEY OF SELLING COSTS:
Average daily lodging cost—$40.20
Average daily meal costs—$23.40
Cost of two drinks—$4.00
Taxi, airport to downtown—$8.00
Per diem auto rental cost—$48.10
Distance and travel time, airport to downtown—5.5 mi., 15–20 min.

> 'INFORMATION CAN MAKE THE DIFFERENCE BETWEEN BEING THERE FIRST AND COMING IN SECOND.'

ing, knowledge of the tools available for performing market analysis and research is of primary importance. Many times, simply knowing where to go for a certain piece of information can make the difference between being there first and coming in second. Publications are a useful source of information on trends and other happenings in the marketplace, but when it comes to statistics—either financial, demographic, or socioeconomic—a marketer must not only know *where* to look, but also *what* he's looking at. The ability to interpret such data is important. Even more important is knowing how to put it to use.

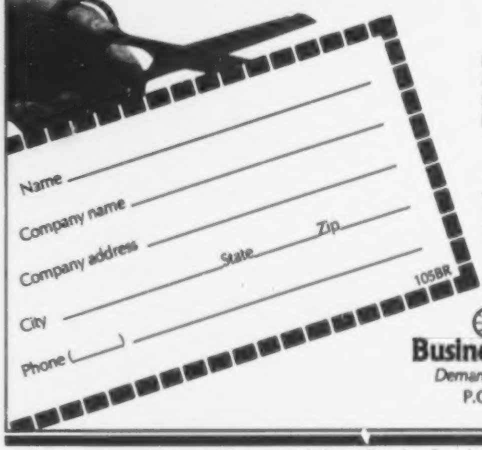
Parts of a system

In addition to the *Survey of Buying Power* and the October *Survey of Buying Power - Part II*, Sales & Marketing Management publishes two other *Survey* issues. The *Survey of Selling Costs*, published each February, and the *Survey of Industrial & Commercial Buying Power*, published in April, comprise the other two legs of the marketing support system made up by S&MM's four *Survey* issues. Because they are, in effect, parts of a complete system, it is important that those who learn or teach their fundamental use be aware of the interrelationships between them.

In a sales and/or marketing context, people are mainly concerned with data that will tell them what markets offer the best potential, the

The PROOF!!

WE BELIEVE WE'VE GOT THE RELIABLE, HIGH QUALITY PRODUCTS YOU NEED.



Name

Company name

Company address

City State Zip

Phone ( )

105BR

To prove it we'll send you a *free* sample—one Rand McNally MarketMap and the name of a store you can visit to see our products for yourself.

Send for your proof today.

Send Coupon to:
Rand McNally & Company
Attn: Business Reference Products
P.O. Box 7600, Chicago, IL 60680

Rand McNally
Business Reference Products
Demand the very best...ask for us by name
P.O. Box 7600, Chicago, IL 60680

© Copyright 1985 by Rand McNally & Company

Circle No. 123 on Reader Service Card

A COSTLY MISTAKE WHEN UPDATING DEALERS.

nk of everything that goes nto getting information out to your dealers. All the copying, collating, stuffing, stamping. And then there's the delivery....

Too much time's wasted. And time is money.

That's why there's MCI Mail.® It lets you use your PC to send product updates instantly. Or announce promotion plans and sales incentive programs. All in seconds.

Call 800-MCI-2255 or in Washington, D.C., 833-8484 and get information out faster so sales can come in quicker.

MCI Mail

NOW IS THE TIME FOR MCI MAIL.

© 1985 MCI Communications Corp. MCI Mail® is a registered service mark of MCI Communications Corp.

Circle No. 115 on Reader Service Card

buyers in those markets, the advertising media available for reaching those buyers, and the cost of making a sale in that market. In any given market, there are essentially two types of buyers:

1. The consumer, who purchases the finished product or service, and
2. The industrial—or business-to-business—buyer, who purchases the supplies and materials needed to produce those products of services.

The *Survey of Buying Power* is

SURVEY HIGHLIGHT

Shoulder to shoulder: Metros with the highest population density

Rank	Metro	Population Per Sq. Mi.
1	Jersey City, NJ	11,917
2	New York	7,328
3	Chicago	3,184
4	Bergen-Passaic, NJ	3,021
5	Anaheim-Santa Ana	2,636
6	Nassau-Suffolk, NY	2,240
7	Los Angeles-Long Beach	1,943
8	Newark	1,524
9	Boston	1,514
10	San Francisco	1,502
11	Trenton, NJ	1,376
12	Honolulu	1,371
13	Philadelphia	1,351
14	Bridgeport-Stamford, CT	1,290
15	Oakland	1,280
16	New Haven-Waterbury, CT	1,261
17	Cleveland	1,223
18	San Jose	1,065
19	Lake County, IL	1,036
20	Detroit	969
21	Milwaukee	952
22	Buffalo	947
23	Fort Lauderdale	943
24	Providence, RI	928
25	Miami-Hialeah	898

Source: Sales & Marketing Management's 1985 Survey of Buying Power.
© Sales & Marketing Management.

Gruntworks™ takes the gruntwork out of marketing management

Gruntworks template software teams up with Lotus 1-2-3 and your IBM PC to deliver key marketing information with minimal keystrokes. In essence, it closes the marketing data loop between product, price and promotion.

The Gruntworks software system offers these key programs:
–FORECASTING MODEL
–MONTHLY PRODUCT AND DOLLAR FORECAST
–FORECAST ACCURACY REVIEW
–SALES AND PROFIT MAXIMIZER
–PROMOTION EVALUATION WORKSHEET
–MONTHLY AVERAGE SELLING PRICE AND GROSS MARGIN REPORT
–PRODUCT RANKING BY UNITS, SALES, PROFIT
–MONTHLY, QUARTERLY AND YEAR-TO-DATE REVIEW

The Gruntworks format prints out key data in chart and graph form. Vital information can be analyzed quickly and easily.

The Gruntworks software system has been proven in major U.S. corporations. Now it's available to you for only $395.00. To place your order or for more information on these invaluable marketing tools call 312-381-8636, or write Gruntworks, P.O. Box 1178, Barrington, Illinois 60010.

And let Gruntworks start doing your gruntwork.

GRUNTWORKS™

1-2-3 is a trademark of Lotus Development Corp.

Circle No. 107 on Reader Service Card

BUSINESS CONTROL ATLAS

UNLOCK ANY MARKET!

Famous Business Control Atlas now with MSA boundaries!

It's what IBM, P&G, GE and others have that you haven't. This is business' No. 1 source of key marketing data, with detailed maps for every state, province; towns of 1,000 and over, updated census figures...now with MSA boundaries on every map! Unlock new markets, profits. Coupon or call (718) 784-0055 now.

American Map Corporation
46-35 54th Rd., Maspeth, NY 11378

Yes, send ______ copies new Business Control Atlas of U.S. & Canada at $16.95 per copy.
☐ Check or M.O. encl. NY res. + sales tax.
☐ Charge to ☐ Visa ☐ MasterCard ☐ Amex
Card # ______ Expires ______
Signature ______
☐ Bill my company. Invoice # ______
Min. order for company billing, $50; orders for less must incl. check in full amount plus 15% for freight, handling.

NAME
COMPANY ( ) PHONE
ADDRESS
CITY/STATE/ZIP SMM 7/85

Circle No. 101 on Reader Service Card

ARIZONA WEST GROUP

43,350 Circulation With
- The Mohave Daily Miner
- The Prescott Courier
- The Yuma Daily Sun

Plus 46,500 more in: Cochise, Coconino, Maricopa, Mohave, Yavapai and Yuma Counties.

Represented Nationally by Branham

THE ONLY SINGLE MEDIUM

KANSAS
ST. JOSEPH
KANSAS CITY
ST. LOUIS
MISSOURI

Giving Effective
Coverage of
Northwest Missouri
and Northeast Kansas
The Largest Outside
Daily Newspaper
Reaches Only 5%

ST. JOSEPH NEWS-PRESS
St. Joseph Gazette
St. Joseph, Missouri

Represented by Branham Newspaper Sales

ST. LOUIS-ILLINOIS
INTERURBIA
NEWSPAPER GROUP

NECESSARY COVERAGE FOR METRO ST. LOUIS

- Illinois' Largest Newspaper Group
- 4 Daily Papers/18 Counties
- 137,804 Paid Daily Circulation
- 10% Group Discount

Interurbia Group Includes

- Alton Telegraph
- Belleville News-Democrat
- Carbondale Southern Illinoisan
- Quincy Herald-Whig

for further information

Branham
NEWSPAPER SALES

IN KANSAS CITY AT (913) 649-7461

IN CHICAGO AT (312) 321-0321
OR ANY BRANHAM OFFICE NATIONALLY

geared toward profiling the consumer of various goods and services, since it provides information on the three basic sales-related factors, *population*, *income*, and *retail sales*. The *Survey of Industrial & Commercial Buying Power (SICBP)* focusses on the industrial buyer, offering data on a market's industrial makeup and manufacturing activity. There is, however, a direct link between these two *Surveys*, since most companies sell to both types of buyers, and also because the industrial and business complexion of a market has a lot to say about such things as income levels—a primary indicator of an area's buying power. The *Survey of Buying Power - Part II*, with its five-year projections of population, income, and retail sales, as well as data on TV and newspaper markets, informs the user as to what will be happening in these markets in the near future, and gives him information on who he will be reaching through the various media covering these markets. The *Survey of Selling Costs*, with data on meal and lodging costs, auto rental, and other sales force expenditures, indicates the level of ex-

SURVEY HIGHLIGHT

The top 25: Leading black metros

Metro	1984 Black Pop. (Thous.)	% Of Metro Pop.
New York	2,104.4	25.1%
Chicago	1,390.3	22.9
Los Angeles-Long Beach	1,007.0	12.7
Philadelphia	911.0	19.1
Washington, DC	891.5	26.0
Detroit	877.8	20.1
Houston	613.9	19.3
Atlanta	571.6	23.9
Baltimore	564.0	24.9
New Orleans	434.9	32.5
St. Louis	409.5	17.1
Newark	409.1	21.9
Memphis	378.7	40.8
Dallas	368.3	16.4
Norfolk-Virginia Beach-Newport News	351.6	27.9
Cleveland	347.9	18.7
Miami-Hialeah	322.5	18.4
Oakland	281.6	15.0
Birmingham	258.0	28.2
Richmond-Petersburg	228.4	28.5
Charlotte-Gastonia-Rock Hill	216.9	21.0
Boston-Lawrence-Salem-Lowell-Brockton	190.7	5.2
Kansas City	184.2	12.5
Cincinnati	178.2	12.7
Greensboro-Winston Salem-High Point	177.8	19.9

Source: Sales & Marketing Mangement's 1985 *Survey of Buying Power*.
©Sales & Marketing Management.

penses of operating in these same markets, enabling the sales executive to make a more precise estimate of what it will cost to make the sale, once a market has been selected.

All four *Surveys* are designed to be used together, as evidenced by their common data format. The two *Survey of Buying Power* issues, as well as the *SICBP*, utilize the county as the basic building block in the presentation of data. This allows users to easily combine data from any of these three issues as they apply to their own sales territories—which are usually based on county geography. The *Survey of Selling Costs* then presents data on the cost of making a sale in a particular metro area (also based on county boundaries), which can be directly related to the other *Surveys* by constructing metros from the groups of counties listed therein. These important pieces of the marketing puzzle—the buyer profile, the market's projected growth, the reach of advertising, and the cost of making the sale—can all be found in the pages of S&MM's four *Survey* issues. Together, they provide an integrated, easy-to-use marketing information system geared to the needs of the marketer, be he student, novice, or professional (see table pg. A-48).

If information is power, then these issues provide a powerful tool for strengthening the planning and tactical techniques that are an absolute necessity in today's highly competitive marketplace. The metros, counties, and cities profiled in the *Surveys* provide a consistent framework for the ever-changing statistics that tell you who your customers are, and what goes on in the markets where they live, work, and spend.

Home Center
MAGAZINE
VANCE PUBLISHING CORPORATION

DIRECT IMPACT!

HOME CENTER Magazine moves readers to action with AUTHORITATIVE INSIGHTFUL COMPELLING READING that showcases **useable concepts** for home center retailing. Powerful, timely editorial focuses strategies for management, marketing, merchandising – and the latest in trends and product information.

Reach your marketplace with direct impact!

Advertise in HOME CENTER Magazine.

**400 Knightsbridge Parkway
Lincolnshire, Illinois 60069
mailing address: P.O. Box 400
Prairie View, IL 60069 312 634-2600
VANCE PUBLISHING CORPORATION**

Circle No. 110 on Reader Service Card

Profits from Packaging

Double Ring
Deluxe Large Pendant
Pouches in a variety of materials
Drop Front Storage Trays for Trays or Pads

Dial Toll Free from Anywhere in Continental United States, Alaska, Hawaii, Puerto Rico, or U.S. Virgin Islands.

1-800-828-7701

(in New York State) **1-800-462-1151**

GERALD FRIED DISPLAY CO., INC.

550 Fillmore Avenue
Tonawanda, NY 14150
716/692-2705

48 HOUR delivery on "no print" Box and POUCH ORDERS

GF **Call or Write for Free Catalog**

Circle No. 106 on Reader Service Card

How to calculate your own custom BPI

The statistics in the *Survey of Buying Power* provide you with the basic information necessary to isolate the factors that reflect a market's ability to purchase your specific product or service. The three basic areas of *Survey* data, *population, income,* and *retail sales,* let you define the consumer profile for your product by using **A** demographic, **B** economic, and **C** distribution-oriented figures. We will examine each of these areas individually below, to help you discover the specific data that will most effectively outline your potential customer.

A First, you must isolate the population and/or household factors that apply to your target. For example, if your product is bicycles, the 18-and-under age group would be your primary demographic indicator. If your product is a media-oriented service, you may be more concerned with an area's total household count.

B The next step is to select the income group or groups best suited for your product. If it's a premium-priced product, you may want to use only those households with incomes over $35,000.

C The third step is to select the retail outlet or store group category that parallels your own channels of distribution. General merchandise stores are the appropriate distribution channel for bicycles, although some products may have more than one possibility in this area.

Once these factors have been selected, the process for computing your custom BPI is as follows:

Step 1: For each market (region, state, metro, county, etc.), for which a BPI is desired (in this case we will use factors associated with a premium-priced line of bicycles):

Factor **A** (Demographic) =

$$\frac{\text{Market's Pop. Under 18}}{\text{U.S. Pop. Under 18}} = X\%$$

Factor **B** (Economic) =

$$\frac{\text{Market's Hshlds. With Income Over \$35,000}}{\text{U.S. Hshlds. With Income Over \$35,000}} = Y\%$$

Factor **C** (Distribution) =

$$\frac{\text{Market's Gen. Merch. Sales}}{\text{U.S. Gen. Merch. Sales}} = Z\%$$

Step 2: With your particular product in mind, determine the importance of each factor, and assign it a corresponding weight. For example, when dealing with premium-priced bicycles, the weighting might be as follows:

Factor **A** (Demographic)—50%
Factor **B** (Economic)—30%
Factor **C** (Distribution)—20%

Step 3: Now you're ready to calculate the BPI:

$$\text{BPI} = \underline{.5 \times X\%} + \underline{.3 \times Y\%} + \underline{.2 \times Z\%}$$

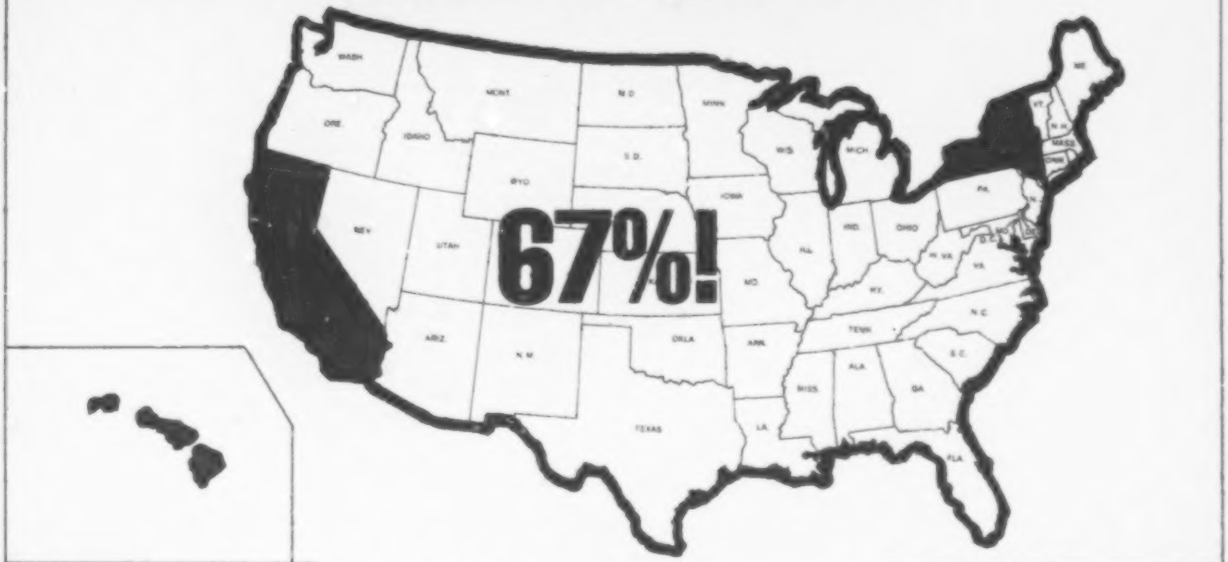
The fractional figure you arrive at can be used as a relative indicator to compare the potential buying power of the markets you have targeted for your product. Remember, U.S. BPI = 100.0000.*

Step 4: Repeat this sequence for each market targeted. Of course, some BPIs are more complex than others. However, the same principles apply whether one, two, three, four or more factors are used in the construction of your custom BPI.

**Note: If you are selling in a limited number of markets, you can substitute the total of these markets for the U.S. total in your calculations. In this case, your BPI of 100.0000 would represent the total of just these markets.*

S&MM MARKETGRAPH

Asians: East meets West



Golden metros: The top 25 in Asian population

Rank	Metro	1980 Asian & Pacific Islander Pop.
1	Los Angeles-Long Beach	437,493
2	Honolulu	436,556
3	San Francisco-Oakland	318,997
4	New York	280,444
5	Chicago	145,756
6	San Jose	96,110
7	Anaheim-Santa Ana	90,517
8	San Diego	85,950
9	Washington, DC	83,323
10	Seattle-Everett	65,272
11	Houston	53,249
12	Philadelphia	47,822
13	Sacramento	45,430
14	Boston	38,360
15	Detroit	34,054
16	Dallas-Ft. Worth	27,539
17	Newark	27,210
18	Portland	26,702
19	Nassau-Suffolk	25,249
20	Riverside-San Bernardino	24,520
21	Minneapolis-St. Paul	23,947
22	Denver-Boulder	23,271
23	Baltimore	22,266
24	Stockton, CA	19,935
25	Salinas-Seaside-Monterey, CA	18,794

Source: U.S. Census Bureau, *1980 Census of Population.*

Two-thirds in three states: Asian & Pacific Islander population strongholds

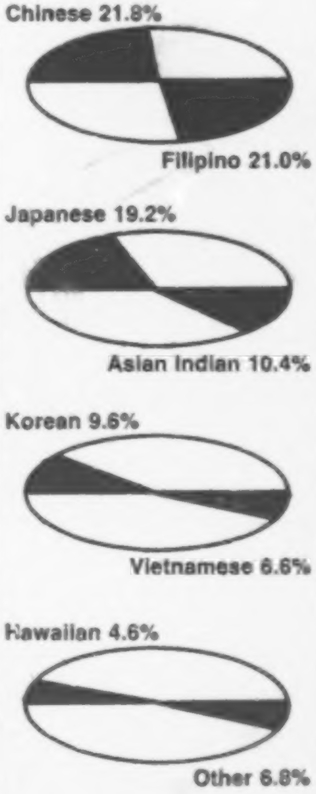
Rank	State	1980* Asian & Pacific Islander Pop.	Majority Type
1	California	1,312,973	27% Filipino
2	Hawaii	590,659	41% Japanese
3	New York	330,972	44% Chinese
	Total	2,234,604	
	U.S. Total	**3,726,440**	**22% Chinese**

*Source: U.S. Census Bureau, *1980 Census of Population.*

Market points

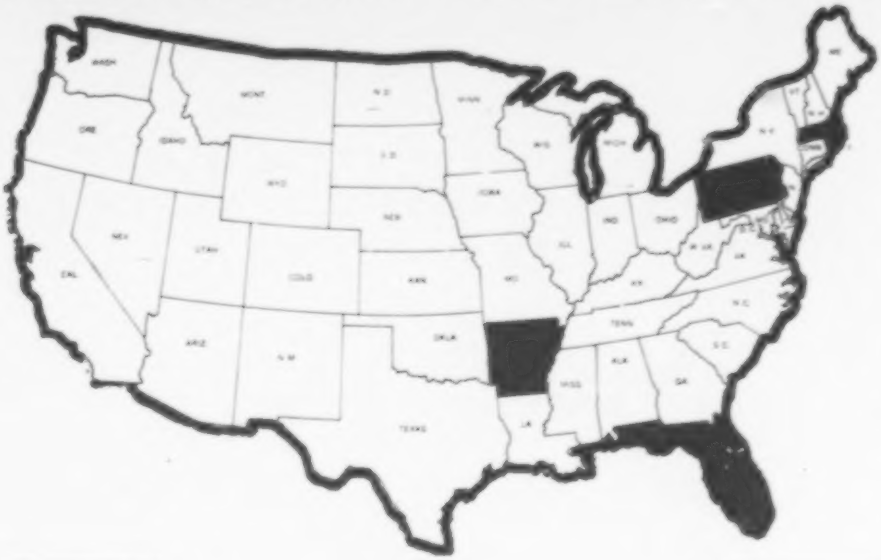
- An average household income of $23,671 puts Asian & Pacific Islanders ahead of whites ($21,173), Hispanics ($16,271), and blacks ($14,051) in terms of spending power.
- 32.9% of this group have completed four or more years of college, as opposed to whites, who average 17.1%, and blacks and Hispanics, who show 8.4% and 7.6% respectively.
- The recent growth of this segment is nothing short of astonishing. Almost 42% of all Asian & Pacific Islanders emigrated to the U.S. between 1970 and 1980.
- Over half (53.3%) of all Asians employed in the U.S. hold managerial and/or professional positions in the labor force.
- Between 1978 and 1980, the number of births for this group rose by approximately 30%, while in the same period, births for whites and blacks rose only 8% and 7% respectively.
- Right now, Los Angeles is home to more South Koreans than the entire city of Seoul, and it is expected that, if current growth rates continue, Asians will displace blacks as California's second-largest minority.

Pieces of the pie: The Asian market by ethnic type



Source: U.S. Census Bureau, *General Social & Economic Characteristics, U.S. Summary,* PC80-1-C1.

Old, older, oldest: The maturity market



Mature metros: The top 25

Rank	Metro	% Of Pop. Age 50 & Above
1	Sarasota, FL	50.8%
2	Bradenton, FL	45.9
3	Ft. Myers-Cape Coral, FL	42.9
4	Daytona Beach, FL	41.6
5	West Palm Beach, FL	41.3
6	Tampa-St. Petersburg, FL	39.7
7	Ft. Lauderdale, FL	39.6
8	Naples, FL	38.9
8	Ft. Pierce, FL	38.9
10	Ocala, FL	36.2
11	Atlantic City, NJ	34.4
12	Scranton, PA	34.2
13	Miami-Hialeah, FL	32.3
14	Pittsburgh, PA	32.2
14	Cumberland, MD	32.2
16	Pittsfield, LA	31.8
17	Johnstown, PA	31.6
17	Reading, PA	31.6
19	Melbourne, FL	31.4
19	St. Joseph, MO	31.4
19	Altoona, PA	31.4
19	Wheeling, WV	31.4
23	Chico, CA	31.3
24	Monmouth-Ocean, NJ	31.2
24	Sherman-Denison, TX	31.2

Source: S&MM's *1985 Survey of Buying Power.* ©Sales & Marketing Management.

Gray states: The top five in % of population over age 50

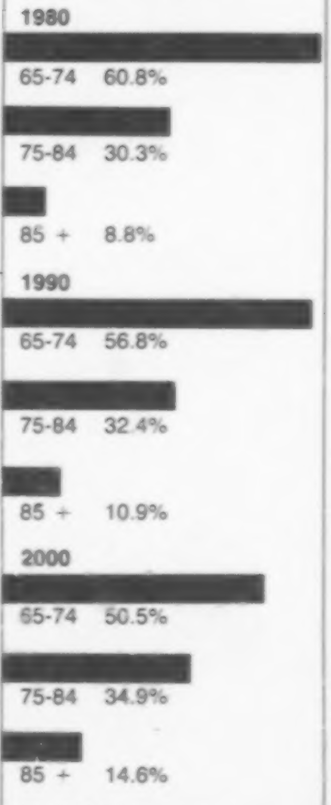
Rank	State	% Of Pop. Age 50 & Above	1984 Median Age	Total Pop. Age 50 & Above
1	Florida	34.5%	36.4	3,850,500
2	Rhode Island	30.2	33.3	290,200
3	Pennsylvania	30.0	33.6	3,596,900
4	Arkansas	28.6	32.4	678,300
5	Massachusetts	28.4	32.8	1,649,300
	U.S. Total	**25.9%**	**31.7**	**61,759,300**

Source: Sales & Marketing Management's *1985 Survey of Buying Power.*

Market points

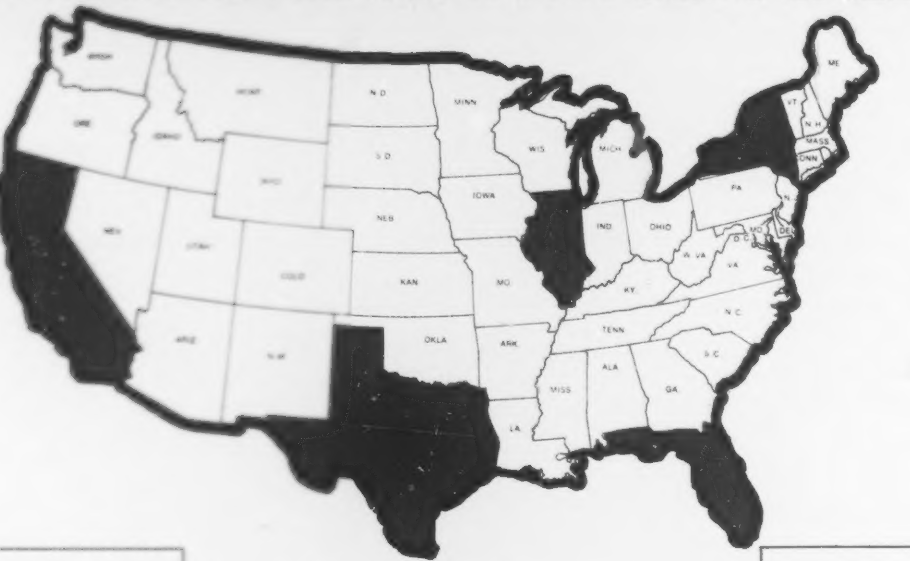
- By the year 2000, there will be more than 100,000 Americans over the age of 100. This is more than three times today's figure.
- The over-age-85 age group will grow by 52% between 1980 and 1990, and by an additional 48% between 1990 and 2000. This segment is currently the fastest-growing age group, outdistancing even the Baby Boomers.
- The population over age 50 currently accounts for more than $500 billion in income and 25% of all consumer purchasing.
- The lifecare and health care business, already a $2.5 billion industry, is growing by approximately 15%–20% annually. By the time the Baby Boom generation reaches retirement age—roughly 50 million retirees by the year 2030—this industry will have tripled its present sales.
- Nearly 25% of the nation's 50 & over population currently resides in three Sunbelt states: Florida (6.2%), Texas (5.9%), and California (10.2%).

Shifting patterns: The over-65 population



Source: U.S. Census Bureau.

Service industries: A 70% share of GNP



The top 25 counties in service-industry receipts

Rank	County/ State	Total Receipts ($ Mil.)
1	Los Angeles, CA	$29,062.8
2	New York, NY	22,979.8
3	Cook, IL	13,936.1
4	Harris, TX	10,837.4
5	Orange, CA	6,706.1
6	Dallas, TX	6,239.6
7	San Francisco, CA	4,924.5
8	Dade, FL	4,535.6
9	Middlesex, MA	4,413.3
10	Allegheny, PA	4,366.1
11	San Diego, CA	4,357.8
12	District of Columbia, DC	4,217.8
13	Santa Clara, CA	4,131.6
14	Nassau, NY	4,129.6
15	Suffolk, NY	4,064.4
16	Clark, NV	3,962.7
17	Philadelphia, PA	3,704.1
18	King, WA	3,700.6
19	Maricopa, AZ	3,621.2
20	Wayne, MI	3,429.6
21	Cuyahoga, OH	3,380.8
22	Oakland, MI	3,345.6
23	Hennepin, MN	3,312.8
24	Denver, CO	3,097.4
25	Fulton, GA	3,040.4

Source: U.S. Census Bureau.

At your service: The top five states in service-industry receipts

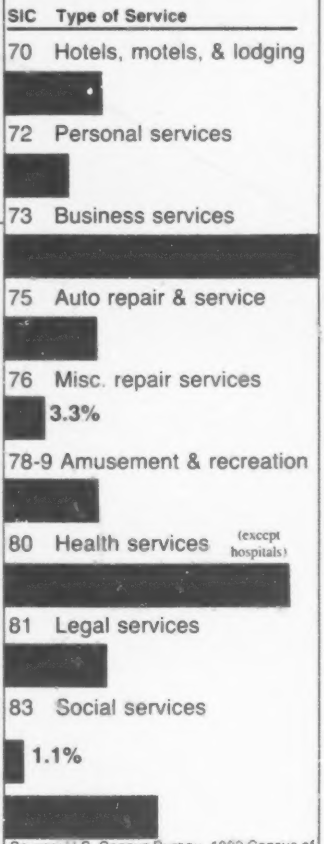
Rank	State	Number of Establishments	Total Receipts ($000)
1	California	170,370	$ 67,082,580
2	New York	102,875	43,804,255
3	Texas	85,700	32,038,427
4	Florida	68,723	21,541,975
5	Illinois	57,629	21,396,402
	U.S. Total	**1,261,698**	**$426,981,971**

Source: U.S. Census Bureau, *1982 Census of Service Industries, United States Summary*, SC82-A-52.

Market points

- Like it or not, the nation's economy is in the midst of its most dramatic period of change since the industrial revolution signalled the end of agrarian America. In the last 50 years, the farm population has dwindled from 25% of the total population to just 3% currently.
- From 1950 to 1980, the gross national product (GNP) attributable to private sector services increased from $257.3 billion to $833.6 billion, which translates to an increase of approximately 324%.
- The top 50 counties in service-industry receipts account for more than half of all U.S. receipts for this industry segment.
- In 1950, services accounted for 48% of the total GNP, with the largest component being wholesale and retail trade. Thirty years later, services' share of GNP was nearly 70%, headed by finance, insurance, and real estate.
- The Bureau of Labor Statistics estimates that, by 1990, 71% of the U.S. work force will be employed in service or service-related positions.

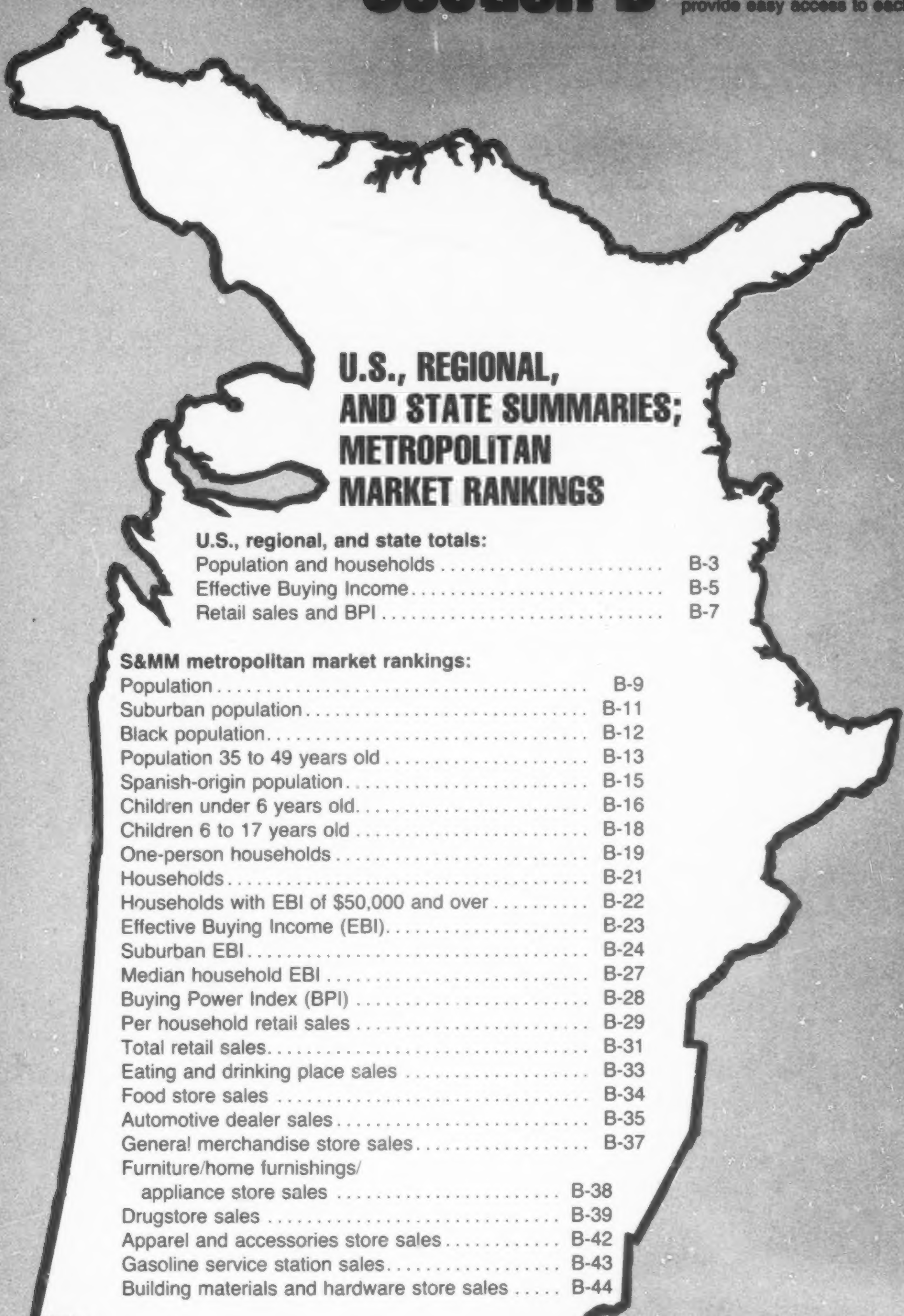
Selected service industries and their share of market



Source: U.S. Census Bureau, *1982 Census of Service Industries*, SC82-A-52.

Section B

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.



U.S., REGIONAL, AND STATE SUMMARIES; METROPOLITAN MARKET RANKINGS

U.S., regional, and state totals:

Population and households B-3
Effective Buying Income B-5
Retail sales and BPI B-7

S&MM metropolitan market rankings:

Population B-9
Suburban population B-11
Black population B-12
Population 35 to 49 years old B-13
Spanish-origin population B-15
Children under 6 years old B-16
Children 6 to 17 years old B-18
One-person households B-19
Households B-21
Households with EBI of $50,000 and over B-22
Effective Buying Income (EBI) B-23
Suburban EBI B-24
Median household EBI B-27
Buying Power Index (BPI) B-28
Per household retail sales B-29
Total retail sales B-31
Eating and drinking place sales B-33
Food store sales B-34
Automotive dealer sales B-35
General merchandise store sales B-37
Furniture/home furnishings/
  appliance store sales B-38
Drugstore sales B-39
Apparel and accessories store sales B-42
Gasoline service station sales B-43
Building materials and hardware store sales B-44

1984 REGIONAL AND STATE SUMMARIES OF POPULATION

ESTIMATES REGION State	12/31/84 Total Population (Thousands)	% Of U.S.	Median Age of Population	Population by Age Group 0–17 Years (Thousands)	18–24 Years (Thousands)	25–34 Years (Thousands)	35–49 Years (Thousands)	50 & Over (Thousands)	12/31/84 Households (Thousands)	% Of U.S.
NEW ENGLAND	**12,605.3**	**5.2902**	**32.7**	**3,106.8**	**1,530.8**	**2,158.7**	**2,284.1**	**3,524.9**	**4,606.6**	**5.2995**
Connecticut	3,152.8	1.3231	33.4	771.6	361.7	528.2	604.9	886.4	1,142.3	1.3141
Maine	1,165.8	.4893	32.1	309.8	134.5	196.5	206.7	318.3	422.3	.4858
Massachusetts	5,807.9	2.4375	32.8	1,399.4	726.2	1,001.9	1,031.1	1,649.3	2,142.9	2.4652
New Hampshire	982.4	.4123	31.6	255.8	118.6	177.9	182.0	248.1	356.9	.4106
Rhode Island	963.0	.4041	33.3	229.1	121.7	157.9	164.1	290.2	347.8	.4001
Vermont	533.4	.2239	31.0	141.1	68.1	96.3	95.3	132.6	194.4	.2237
MIDDLE ATLANTIC ...	**37,426.7**	**15.7074**	**33.5**	**9,275.7**	**4,214.4**	**6,159.0**	**6,980.0**	**10,797.6**	**13,792.6**	**15.8671**
New Jersey	7,545.8	3.1669	33.6	1,894.5	816.8	1,236.3	1,465.2	2,133.0	2,724.5	3.1343
New York	17,915.5	7.5188	33.3	4,446.1	2,007.6	3,004.7	3,389.4	5,067.7	6,616.3	7.6114
Pennsylvania	11,965.4	5.0217	33.6	2,935.1	1,390.0	1,918.0	2,125.4	3,596.9	4,451.8	5.1214
EAST NORTH CENTRAL	**41,892.1**	**17.5815**	**31.2**	**11,340.0**	**5,128.2**	**7,165.1**	**7,557.7**	**10,701.1**	**15,250.6**	**17.5444**
Illinois	11,552.9	4.8485	31.6	3,065.2	1,398.9	1,989.4	2,110.8	2,988.6	4,208.9	4.8419
Indiana	5,556.9	2.3322	31.0	1,532.9	684.0	939.6	1,005.5	1,394.9	1,986.7	2.2855
Michigan	9,180.2	3.8528	30.6	2,550.8	1,146.3	1,595.6	1,651.9	2,235.6	3,291.4	3.7864
Ohio	10,813.8	4.5384	31.6	2,899.3	1,300.1	1,831.5	1,961.0	2,821.9	3,996.2	4.5973
Wisconsin	4,788.3	2.0096	31.2	1,291.8	598.9	809.0	828.5	1,260.1	1,767.4	2.0333
WEST NORTH CENTRAL	**17,645.0**	**7.4052**	**31.7**	**4,664.8**	**2,179.3**	**2,950.8**	**3,063.0**	**4,787.1**	**6,526.4**	**7.5079**
Iowa	2,941.3	1.2344	31.9	779.0	361.3	480.7	497.0	823.3	1,118.7	1.2869
Kansas	2,448.0	1.0274	31.9	629.1	311.3	411.8	422.1	673.7	921.6	1.0602
Minnesota	4,183.6	1.7557	31.0	1,127.9	522.4	736.0	738.9	1,058.4	1,530.7	1.7610
Missouri	5,046.6	2.1180	32.6	1,306.1	596.8	818.3	905.1	1,420.3	1,842.7	2.1198
Nebraska	1,619.4	.6797	31.5	432.1	200.8	272.9	275.6	438.0	607.9	.6993
North Dakota	692.4	.2903	30.1	190.7	95.7	117.9	110.4	177.7	243.2	.2797
South Dakota	713.7	.2995	30.8	199.9	91.0	113.2	113.9	195.7	261.6	.3010
SOUTH ATLANTIC	**39,904.5**	**16.7474**	**32.3**	**10,146.8**	**4,808.9**	**6,846.2**	**7,399.1**	**10,703.5**	**14,612.2**	**16.8096**
Delaware	615.0	.2582	31.5	160.9	79.0	104.4	115.6	155.1	217.9	.2506
District of Columbia .	618.1	.2594	32.6	128.7	85.4	125.1	113.8	165.1	250.1	.2878
Florida	11,166.0	4.6861	36.4	2,498.4	1,187.2	1,699.3	1,930.6	3,850.5	4,393.0	5.0536
Georgia	5,889.6	2.4718	30.3	1,660.7	720.5	1,068.3	1,119.1	1,321.0	2,064.8	2.3754
Maryland	4,381.6	1.8389	31.7	1,126.6	525.9	800.8	877.3	1,051.0	1,567.6	1.8033
North Carolina	6,215.9	2.6088	31.2	1,633.2	800.1	1,082.0	1,166.7	1,533.9	2,240.6	2.5776
South Carolina	3,353.4	1.4074	29.8	946.5	446.1	591.0	607.7	762.1	1,172.0	1.3482
Virginia	5,692.4	2.3890	31.2	1,461.5	739.2	1,047.6	1,126.1	1,318.0	1,982.2	2.2803
West Virginia	1,972.5	.8278	32.0	530.3	225.5	327.7	342.2	546.8	724.0	.8328
EAST SOUTH CENTRAL	**15,199.2**	**6.3789**	**31.0**	**4,226.0**	**1,849.8**	**2,527.6**	**2,735.8**	**3,860.0**	**5,429.9**	**6.2466**
Alabama	4,042.4	1.6965	31.1	1,128.5	490.2	659.8	727.9	1,036.0	1,464.8	1.6851
Kentucky	3,769.7	1.5821	30.9	1,045.2	463.9	639.7	672.4	948.5	1,336.6	1.5377
Mississippi	2,627.2	1.1026	29.7	796.5	325.0	411.0	441.7	653.0	899.2	1.0344
Tennessee	4,759.9	1.9977	31.8	1,255.8	570.7	817.1	893.8	1,222.5	1,729.3	1.9894
WEST SOUTH CENTRAL	**26,394.7**	**11.0774**	**30.2**	**7,471.0**	**3,326.5**	**4,633.5**	**4,735.7**	**6,228.0**	**9,329.0**	**10.7319**
Arkansas	2,377.8	.9979	32.4	650.5	264.0	369.4	415.6	678.3	858.3	.9874
Louisiana	4,500.7	1.8888	29.2	1,338.8	588.4	775.6	779.3	1,018.6	1,567.9	1.8037
Oklahoma	3,348.6	1.4054	31.8	887.1	405.5	557.7	606.1	892.2	1,255.2	1.4439
Texas	16,167.6	6.7853	29.8	4,594.6	2,068.6	2,930.8	2,934.7	3,638.9	5,647.6	6.4969
MOUNTAIN	**12,743.3**	**5.3481**	**29.6**	**3,646.2**	**1,620.8**	**2,367.3**	**2,289.2**	**2,815.8**	**4,664.6**	**5.3660**
Arizona	3,106.3	1.3037	31.0	845.6	385.8	537.4	544.9	792.6	1,167.4	1.3429
Colorado	3,224.7	1.3534	30.0	844.8	429.5	672.8	614.4	663.2	1,240.8	1.4274
Idaho	1,017.1	.4269	29.3	311.5	120.9	177.8	177.2	229.7	348.2	.4006
Montana	827.6	.3473	30.7	229.5	101.1	149.3	148.8	202.9	314.7	.3621
Nevada	920.4	.3862	31.7	231.1	111.2	176.2	191.7	210.2	369.4	.4249
New Mexico	1,451.1	.6090	29.1	437.4	182.2	256.4	260.7	314.4	514.4	.5917
Utah	1,680.5	.7052	25.6	594.8	228.4	293.7	260.3	303.3	521.9	.6004
Wyoming	515.6	.2164	28.5	151.5	69.7	103.7	91.2	99.5	187.8	.2160
PACIFIC	**34,463.9**	**14.4639**	**31.3**	**8,773.4**	**4,300.4**	**6,570.4**	**6,478.4**	**8,341.3**	**12,714.7**	**14.6270**
Alaska	523.7	.2198	27.5	160.2	70.8	125.0	107.4	60.3	178.7	.2056
California	25,806.6	10.8306	31.5	6,511.2	3,241.9	4,883.6	4,875.4	6,294.5	9,490.5	10.9179
Hawaii	1,053.9	.4423	30.0	283.7	140.0	208.1	193.7	228.4	328.8	.3782
Oregon	2,693.3	1.1303	31.7	690.3	308.5	518.5	487.7	688.3	1,024.6	1.1787
Washington	4,386.4	1.8409	31.3	1,128.0	539.2	835.2	814.2	1,069.8	1,692.1	1.9466
TOTAL UNITED STATES	**238,274.7**	**100.0000**	**31.7**	**62,650.7**	**28,967.1**	**41,378.6**	**43,523.0**	**61,759.3**	**86,926.6**	**100.0000**

1984 REGIONAL AND STATE SUMMARIES OF EFFECTIVE BUYING INCOME

ESTIMATES

REGION State	1984 Total EBI ($000)	% Of U.S.	Per Capita EBI	Average Household EBI	Median Household EBI	Households by Effective Buying Income Group				
						Under $10,000 (Thousands)	$10,000–$19,999 (Thousands)	$20,000–$34,999 (Thousands)	$35,000–$49,999 (Thousands)	$50,000 & Over (Thousands)
NEW ENGLAND	**153,319,109**	**5.9505**	**12,163**	**33,282**	**28,965**	**632.1**	**874.2**	**1,307.5**	**963.8**	**829.0**
Connecticut	44,440,982	1.7249	14,096	38,905	34,107	120.8	174.2	294.3	262.3	290.7
Maine	10,845,989	.4209	9,303	25,683	22,359	74.7	111.1	138.9	67.2	30.4
Massachusetts	71,305,951	2.7675	12,277	33,275	29,471	301.4	392.2	593.7	460.9	394.7
New Hampshire	11,164,994	.4333	11,365	31,283	27,648	46.4	73.0	112.0	74.2	51.3
Rhode Island	10,569,995	.4102	10,976	30,391	26,622	56.1	70.8	103.4	70.2	47.3
Vermont	4,991,198	.1937	9,357	25,675	22,235	32.7	52.9	65.2	29.0	14.6
MIDDLE ATLANTIC	**436,114,365**	**16.9264**	**11,652**	**31,619**	**27,403**	**2,171.3**	**2,729.9**	**3,900.2**	**2,724.5**	**2,266.7**
New Jersey	99,595,478	3.8655	13,199	36,556	32,556	331.7	445.2	698.2	603.7	645.7
New York	210,020,964	8.1513	11,723	31,743	27,161	1,101.3	1,310.5	1,790.8	1,278.0	1,135.7
Pennsylvania	126,497,923	4.9096	10,572	28,415	25,213	738.3	974.2	1,411.2	842.8	485.3
EAST NORTH CENTRAL	**450,248,424**	**17.4750**	**10,748**	**29,523**	**26,507**	**2,420.7**	**3,114.6**	**4,734.1**	**3,104.8**	**1,876.4**
Illinois	134,758,592	5.2302	11,664	32,018	28,542	641.1	773.6	1,205.6	904.1	684.5
Indiana	54,591,204	2.1188	9,824	27,478	24,802	322.5	448.9	663.8	372.3	179.2
Michigan	98,164,454	3.8100	10,693	29,825	27,111	519.6	652.3	998.7	696.5	424.3
Ohio	112,543,982	4.3680	10,407	28,163	25,433	671.6	847.1	1,286.4	778.6	412.5
Wisconsin	50,190,192	1.9480	10,482	28,398	25,695	265.9	392.7	579.6	353.3	175.9
WEST NORTH CENTRAL	**189,910,602**	**7.3709**	**10,763**	**29,099**	**25,175**	**1,098.8**	**1,445.4**	**1,944.3**	**1,226.3**	**811.6**
Iowa	30,325,396	1.1770	10,310	27,108	23,963	193.2	263.1	361.6	198.1	102.7
Kansas	28,806,188	1.1180	11,767	31,257	26,762	139.7	193.0	268.8	180.6	139.5
Minnesota	46,673,987	1.8115	11,156	30,492	27,037	230.8	314.5	454.7	317.7	213.0
Missouri	51,812,660	2.0110	10,267	28,118	24,002	343.5	422.5	531.3	329.3	216.1
Nebraska	17,538,989	.6807	10,831	28,852	24,698	103.3	138.0	182.9	108.6	75.1
North Dakota	7,771,992	.3017	11,225	31,957	27,398	35.5	49.9	69.5	49.1	39.2
South Dakota	6,981,390	.2710	9,782	26,687	22,304	52.8	64.4	75.5	42.9	26.0
SOUTH ATLANTIC	**408,218,168**	**15.8435**	**10,230**	**27,937**	**23,576**	**2,659.9**	**3,457.8**	**4,396.7**	**2,449.2**	**1,648.6**
Delaware	6,896,993	.2677	11,215	31,652	28,023	30.3	43.5	63.5	46.2	34.4
District of Columbia	8,761,998	.3400	14,176	35,034	27,825	40.5	46.5	67.2	42.7	53.2
Florida	120,123,601	4.6623	10,758	27,344	22,338	825.4	1,127.7	1,290.1	676.5	473.3
Georgia	57,000,458	2.2122	9,678	27,606	23,393	406.7	471.4	603.8	352.5	230.4
Maryland	50,625,971	1.9649	11,554	32,295	28,976	206.8	290.1	471.2	338.9	260.6
North Carolina	56,783,975	2.2038	9,135	25,343	21,823	440.9	577.8	713.8	342.2	165.9
South Carolina	28,550,182	1.1081	8,514	24,360	20,969	252.2	304.9	373.1	167.4	74.4
Virginia	62,701,191	2.4335	11,015	31,632	27,170	288.3	405.8	589.0	383.1	316.0
West Virginia	16,773,799	.6510	8,504	23,168	20,183	168.8	190.1	225.0	99.7	40.4
EAST SOUTH CENTRAL	**132,346,925**	**5.1365**	**8,707**	**24,374**	**20,385**	**1,306.6**	**1,360.4**	**1,563.5**	**786.0**	**413.4**
Alabama	34,512,374	1.3395	8,538	23,561	19,846	370.0	367.7	421.5	205.5	100.1
Kentucky	33,807,386	1.3121	8,968	25,294	21,373	301.5	326.2	385.5	212.2	111.2
Mississippi	20,075,788	.7791	7,642	22,326	18,099	251.8	238.8	243.6	108.7	56.3
Tennessee	43,951,377	1.7058	9,234	25,416	21,328	383.3	427.7	512.9	259.6	145.8
WEST SOUTH CENTRAL	**269,215,017**	**10.4488**	**10,200**	**28,858**	**24,285**	**1,791.8**	**2,047.4**	**2,637.0**	**1,665.1**	**1,187.7**
Arkansas	19,828,892	.7696	8,339	23,103	19,018	216.6	233.6	243.5	108.7	55.9
Louisiana	42,283,794	1.6412	9,395	26,968	22,745	357.9	340.5	431.1	269.3	169.1
Oklahoma	34,229,172	1.3285	10,222	27,270	22,913	252.6	294.2	366.4	211.0	131.0
Texas	172,873,159	6.7095	10,693	30,610	26,004	964.7	1,179.1	1,596.0	1,076.1	831.7
MOUNTAIN	**128,254,494**	**4.9779**	**10,064**	**27,495**	**23,971**	**781.0**	**1,121.1**	**1,477.8**	**817.1**	**467.6**
Arizona	30,644,973	1.1894	9,865	26,251	22,658	211.1	298.4	367.2	189.0	101.7
Colorado	37,532,673	1.4567	11,639	30,249	26,549	179.5	265.7	383.8	246.3	165.5
Idaho	9,033,995	.3506	8,882	25,945	22,705	61.1	89.4	113.4	56.6	27.7
Montana	7,729,805	.3000	9,340	24,562	21,546	62.5	82.9	101.4	46.9	21.0
Nevada	10,426,496	.4047	11,328	28,225	24,526	55.1	90.4	119.8	66.2	37.9
New Mexico	13,074,955	.5075	9,010	25,418	21,529	108.2	130.4	151.6	78.1	46.1
Utah	14,032,801	.5447	8,350	26,888	24,263	78.3	126.9	182.1	92.2	42.4
Wyoming	5,778,796	.2243	11,208	30,771	28,191	25.2	37.0	58.5	41.8	25.3
PACIFIC	**408,906,376**	**15.8705**	**11,865**	**32,160**	**27,543**	**1,870.4**	**2,596.4**	**3,596.7**	**2,495.2**	**2,156.0**
Alaska	7,288,594	.2829	13,917	40,787	36,028	19.6	26.4	40.8	36.3	55.6
California	313,805,815	12.1793	12,160	33,065	28,348	1,349.9	1,886.0	2,614.7	1,898.2	1,741.7
Hawaii	11,697,992	.4541	11,100	35,578	30,724	35.2	63.1	90.5	70.4	69.6
Oregon	26,515,795	1.0292	9,845	25,879	22,796	185.3	257.1	334.0	167.5	80.7
Washington	49,598,180	1.9250	11,307	29,312	25,694	280.4	363.8	516.7	322.8	208.4
TOTAL UNITED STATES	**2,576,533,480**	**100.0000**	**10,813**	**29,640**	**25,496**	**14,732.6**	**18,747.2**	**25,557.8**	**16,232.0**	**11,657.0**

1984 REGIONAL AND STATE SUMMARIES OF RETAIL SALES

S&MM ESTIMATES

REGION State	1984 Total Retail Sales ($000)	% Of U.S.	Per Household Retail Sales	Retail Sales by Store Group						Sales/Advertising Indexes		
				Food ($000)	Eating & Drinking Places ($000)	General Merchandise ($000)	Furniture/ Home Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
NEW ENGLAND	**80,104,112**	**6.1778**	**17,389**	**15,951,167**	**8,179,492**	**8,591,496**	**3,324,798**	**15,462,665**	**2,641,211**	**117**	**5.8870**	**111**
Connecticut	19,765,151	1.5243	17,303	3,977,312	1,897,863	2,101,417	889,250	3,919,503	609,969	115	1.5843	120
Maine	6,508,830	.5020	15,413	1,472,300	541,444	613,795	178,475	1,304,887	208,689	103	.4590	94
Massachusetts	38,556,664	2.9736	17,993	7,263,909	4,357,076	4,307,881	1,687,338	7,236,968	1,324,135	122	2.7633	113
New Hampshire	6,858,011	.5289	19,215	1,487,959	567,323	736,939	275,211	1,415,735	178,702	128	.4579	111
Rhode Island	5,124,419	.3952	14,734	1,041,805	521,174	598,337	188,548	891,756	227,322	98	.4046	100
Vermont	3,291,037	.2538	16,929	707,882	294,612	233,127	105,976	693,816	92,394	113	.2179	97
MIDDLE ATLANTIC ...	**194,245,687**	**14.9804**	**14,083**	**41,681,990**	**18,548,870**	**21,942,998**	**10,288,284**	**35,251,876**	**6,697,251**	**95**	**16.0988**	**102**
New Jersey	44,263,608	3.4136	16,247	9,397,087	3,921,565	4,555,249	2,436,163	8,869,905	1,283,345	108	3.5902	113
New York	89,498,386	6.9022	13,527	19,387,255	9,299,985	9,768,806	5,206,815	14,326,537	3,307,321	92	7.6501	102
Pennsylvania	60,483,693	4.6646	13,586	12,897,648	5,327,320	7,618,943	2,645,306	12,055,434	2,106,585	93	4.8585	97
EAST NORTH CENTRAL	**214,264,843**	**16.5243**	**14,050**	**42,459,170**	**19,589,274**	**27,323,881**	**9,589,442**	**44,910,766**	**8,534,310**	**94**	**17.2112**	**98**
Illinois	58,872,067	4.5403	13,988	10,838,928	5,384,840	7,123,367	2,768,571	12,147,227	2,596,890	94	4.9469	102
Indiana	30,095,111	2.3210	15,148	5,996,361	2,695,034	3,536,115	1,228,945	6,560,463	1,328,990	100	2.2222	95
Michigan	46,783,106	3.6079	14,214	9,027,879	4,131,936	6,128,329	2,170,237	10,455,525	1,882,918	94	3.7579	98
Ohio	54,967,153	4.2391	13,755	11,876,596	5,083,628	7,635,463	2,334,340	11,087,540	2,064,287	93	4.3635	96
Wisconsin	23,547,406	1.8160	13,323	4,719,406	2,293,836	2,900,607	1,087,349	4,660,011	661,225	90	1.9207	96
WEST NORTH CENTRAL	**97,604,668**	**7.5275**	**14,955**	**19,977,676**	**7,936,969**	**11,894,151**	**4,122,794**	**22,845,825**	**2,615,697**	**102**	**7.4249**	**100**
Iowa	14,637,875	1.1289	13,085	3,340,249	1,169,263	1,654,520	586,452	3,332,941	422,473	91	1.1740	95
Kansas	13,300,693	1.0258	14,432	2,783,047	1,030,601	1,643,149	600,630	3,329,241	327,413	100	1.0722	104
Minnesota	25,127,747	1.9379	16,416	4,750,755	2,032,469	2,992,154	1,050,367	5,616,585	659,995	110	1.8383	105
Missouri	28,597,639	2.2055	15,519	6,122,058	2,389,506	3,857,903	1,137,898	6,558,673	754,458	104	2.0908	99
Nebraska	8,359,958	.6448	13,752	1,647,680	727,182	991,428	436,209	1,936,811	227,088	95	.6698	99
North Dakota	4,008,505	.3091	16,482	634,395	297,050	431,716	170,139	1,208,021	103,128	106	.3017	104
South Dakota	3,572,251	.2755	13,655	699,492	290,898	323,281	141,099	863,553	121,142	92	.2781	93
SOUTH ATLANTIC	**220,144,917**	**16.9778**	**15,066**	**45,152,816**	**19,950,636**	**25,491,106**	**11,446,525**	**52,729,593**	**7,459,592**	**101**	**16.3645**	**98**
Delaware	3,881,576	.2994	17,814	735,657	316,427	542,943	183,419	832,655	127,398	116	.2753	107
District of Columbia .	3,023,586	.2332	12,090	520,038	653,950	280,114	172,599	173,793	146,604	90	.2919	113
Florida	69,550,635	5.3638	15,832	13,610,546	6,667,155	7,795,663	3,834,976	18,216,690	2,388,041	114	4.8774	104
Georgia	30,396,730	2.3442	14,721	6,099,092	2,758,998	3,614,841	1,438,686	7,247,712	967,251	95	2.3039	93
Maryland	27,093,063	2.0894	17,283	5,336,433	2,409,392	3,307,882	1,366,104	6,160,568	914,345	114	1.9771	108
North Carolina	32,016,659	2.4692	14,289	7,000,252	2,683,168	3,399,717	1,706,726	7,690,408	1,077,449	95	2.3644	91
South Carolina	15,484,316	1.1942	13,212	3,502,412	1,343,043	1,641,055	805,649	3,472,046	505,006	85	1.1936	85
Virginia	30,045,655	2.3171	15,158	6,272,590	2,516,820	3,675,387	1,581,115	7,000,155	1,025,670	97	2.3897	100
West Virginia	8,652,497	.6673	11,951	2,075,796	801,483	1,233,504	357,251	1,935,566	307,828	81	.6912	83
EAST SOUTH CENTRAL	**69,946,068**	**5.3944**	**12,882**	**16,415,089**	**5,330,430**	**9,256,510**	**3,026,153**	**15,605,470**	**2,548,577**	**85**	**5.4624**	**86**
Alabama	16,958,447	1.3079	11,577	4,073,884	1,217,643	2,109,148	745,399	3,932,413	635,453	77	1.4014	83
Kentucky	17,318,340	1.3356	12,957	4,103,365	1,419,549	2,337,544	688,925	3,489,993	663,469	84	1.3732	87
Mississippi	11,093,694	.8556	12,337	2,708,907	704,789	1,594,502	450,547	2,565,642	421,658	78	.8667	79
Tennessee	24,575,587	1.8953	14,211	5,528,933	1,988,449	3,215,316	1,141,282	5,617,422	827,997	95	1.8211	91
WEST SOUTH CENTRAL	**146,827,756**	**11.3236**	**15,739**	**30,968,423**	**14,675,961**	**17,365,795**	**7,454,724**	**30,861,292**	**5,916,668**	**102**	**10.8366**	**98**
Arkansas	10,484,427	.8086	12,215	2,203,143	837,321	1,433,064	421,268	2,265,071	309,113	81	.8270	83
Louisiana	22,920,257	1.7676	14,618	5,180,441	2,357,954	2,773,925	1,211,807	4,214,349	865,421	94	1.7285	92
Oklahoma	18,626,068	1.4365	14,839	3,940,883	1,866,818	2,213,638	951,443	4,244,588	401,175	102	1.3761	98
Texas	94,797,004	7.3109	16,785	19,643,956	9,613,868	10,945,168	4,870,206	20,137,284	2,340,959	108	6.9050	102
MOUNTAIN	**71,362,270**	**5.5034**	**15,299**	**16,159,351**	**6,824,709**	**7,613,754**	**4,133,622**	**13,429,393**	**2,509,237**	**103**	**5.2093**	**97**
Arizona	17,052,047	1.3150	14,607	3,986,967	1,631,452	1,968,662	1,040,001	3,188,642	777,023	101	1.2499	96
Colorado	20,340,451	1.5687	16,393	4,382,370	2,125,754	2,191,569	1,270,831	3,828,607	504,901	116	1.4696	109
Idaho	4,502,743	.3472	12,931	1,139,570	389,493	370,762	236,415	902,390	215,429	81	.3648	85
Montana	4,418,629	.3407	14,041	1,026,922	446,646	371,661	246,673	832,269	178,691	98	.3216	93
Nevada	6,655,990	.5133	18,018	1,434,902	642,469	806,433	339,014	1,178,079	253,317	133	.4335	112
New Mexico	7,541,846	.5817	14,661	1,745,506	706,848	757,667	380,283	1,514,513	225,700	96	.5500	90
Utah	7,420,731	.5723	14,219	1,697,712	555,876	895,812	470,652	1,382,716	218,582	81	.5851	83
Wyoming	3,429,833	.2645	18,263	745,402	326,171	251,188	149,753	601,177	135,594	122	.2348	109
PACIFIC	**202,159,394**	**15.5908**	**15,900**	**42,065,503**	**22,998,872**	**23,998,898**	**10,191,240**	**41,726,123**	**7,279,375**	**108**	**15.5053**	**107**
Alaska	4,173,888	.3219	23,357	823,996	527,690	444,852	191,265	669,584	151,792	146	.2820	128
California	153,627,397	11.8479	16,187	31,860,964	17,093,279	17,933,127	8,108,579	32,605,556	5,569,660	109	11.8102	109
Hawaii	6,363,480	.4908	19,354	1,239,994	1,110,858	823,358	223,020	810,495	364,060	111	.4627	105
Oregon	14,267,550	1.1003	13,925	2,822,582	1,539,235	2,115,053	604,739	3,022,379	369,127	97	1.0708	95
Washington	23,727,079	1.8299	14,022	5,317,967	2,727,810	2,682,508	1,063,637	4,618,109	824,736	99	1.8796	102
TOTAL UNITED STATES	**1,296,659,715**	**100.0000**	**14,917**	**270,831,185**	**124,035,013**	**153,478,589**	**63,577,582**	**272,823,003**	**44,201,918**	**100**	**100.0000**	**100**

S&MM METRO MARKET RANKING

POPULATION

Area	(Thous.)	Rank
New York	8,391.1	1
Los Angeles - Long Beach	7,908.9	2
Chicago	6,056.9	3
Philadelphia	4,770.0	4
Detroit	4,359.4	5
Boston - Lawrence - Salem - Lowell - Brockton	3,678.4	6
Washington	3,425.9	7
Houston	3,176.8	8
Nassau - Suffolk	2,686.3	9
St. Louis	2,398.9	10
Atlanta	2,392.8	11
Baltimore	2,265.4	12
Dallas	2,238.4	13
Minneapolis - St. Paul	2,218.0	14
Pittsburgh	2,175.0	15
Anaheim - Santa Ana	2,103.6	16
San Diego	2,085.3	17
Oakland	1,875.8	18
Newark	1,868.4	19
Cleveland	1,859.1	20
Tampa - St. Petersburg - Clearwater	1,837.4	21
Riverside - San Bernardino	1,825.4	22
Miami - Hialeah	1,755.9	23
Phoenix	1,736.0	24
Seattle	1,699.9	25
Denver	1,608.6	26
San Francisco	1,526.3	27
Kansas City	1,473.1	28
Cincinnati	1,403.5	29
Milwaukee	1,390.9	30
San Jose	1,377.5	31
New Orleans	1,337.9	32
Columbus, Ohio	1,281.2	33
Bergen - Passaic	1,281.1	34
Norfolk - Virginia Beach - Newport News	1,260.9	35
Sacramento	1,242.4	36
Indianapolis	1,198.7	37
San Antonio	1,190.7	38
Fort Lauderdale - Hollywood - Pompano Beach	1,142.0	39
Fort Worth - Arlington	1,141.0	40
Portland, Ore.	1,140.6	41
Hartford - New Britain - Middletown - Bristol	1,060.7	42
Salt Lake City - Ogden	1,032.7	43
Charlotte - Gastonia - Rock Hill	1,031.6	44
Rochester, N.Y.	998.2	45
Buffalo	990.2	46
Oklahoma City	971.8	47
Louisville	968.5	48
Monmouth - Ocean	932.2	49
Memphis	927.2	50
Total Top 50	**106,698.5**	
Dayton - Springfield	926.9	51
Middlesex - Somerset - Hunterdon	920.0	52
Birmingham	915.7	53
Nashville	899.8	54
Greensboro - Winston-Salem - High Point	[illegible]	55
Providence - Pawtucket - Woonsocket	[illegible]	56
Albany - Schenectady - Troy	[illegible]	57
Orlando	836.5	58
Honolulu	818.5	59
Bridgeport - Stamford - Norwalk - Danbury	815.1	60
Richmond - Petersburg	799.9	61
Jacksonville, Fla.	789.1	62
New Haven - Waterbury - Meriden	769.5	63
Tulsa	738.4	64
Scranton - Wilkes-Barre	737.1	65
West Palm Beach - Boca Raton - Delray Beach	709.1	66
Syracuse	659.3	67
Worcester - Fitchburg - Leominster	657.7	68
Austin	657.0	69
Allentown - Bethlehem	654.6	70
Akron	649.6	71
Gary - Hammond	637.6	72
Grand Rapids	623.2	73
Toledo	618.4	74
Raleigh - Durham	617.0	75
Omaha	608.7	76
Greenville - Spartanburg	605.0	77
Tucson	602.1	78
Oxnard - Ventura	596.9	79
Knoxville	591.3	80
Springfield, Mass.	583.1	81
Harrisburg - Lebanon - Carlisle	575.6	82
Fresno	569.9	83
Baton Rouge	549.7	84
Jersey City	548.2	85
Las Vegas	540.4	86
El Paso	538.3	87
Wilmington, Del.	535.6	88
Tacoma	519.1	89
Youngstown - Warren	518.5	90
Little Rock - North Little Rock	501.5	91
New Bedford - Fall River - Attleboro	489.5	92
Charleston, S.C.	484.0	93
Lake County, Ill.	470.5	94
Mobile	468.8	95
Albuquerque	465.1	96
Bakersfield	460.5	97
Johnson City - Kingsport - Bristol	446.7	98
Columbia, S.C.	440.3	99
Flint	439.4	100
Total Top 100	**138,931.0**	
Chattanooga	433.6	101
Wichita	428.2	102
Lansing - East Lansing	424.6	103
Saginaw - Bay City - Midland	416.1	104
Canton	407.7	105
York	397.6	106
Beaumont - Port Arthur	397.4	107
Stockton	393.0	108
Jackson, Miss.	391.1	109
Davenport - Rock Island - Moline	388.3	110
Joliet	382.8	111
Lancaster	382.8	111
Des Moines	380.5	113
Vallejo - Fairfield - Napa	379.5	114
Augusta	372.4	115
Peoria	370.5	116
Corpus Christi	358.0	117
Lakeland - Winter Haven	357.2	118
Shreveport	357.2	118
Fort Wayne	356.1	120
Spokane	354.4	121
Colorado Springs	345.0	122
Huntington - Ashland	341.0	123
McAllen - Edinburg - Mission	340.8	124
Aurora - Elgin	339.8	125
Santa Rosa - Petaluma	335.3	126
Madison	334.7	127
Melbourne - Titusville - Palm Bay	330.0	128
Lexington-Fayette	328.5	129
Salinas - Seaside - Monterey	324.8	130
Utica - Rome	322.6	131
Santa Barbara - Santa Maria - Lompoc	322.0	132
Reading	321.8	133
Pensacola	320.3	134
Trenton	312.4	135
Daytona Beach	305.7	136
Atlantic City	302.8	137
Portsmouth - Dover - Rochester	302.5	138
Modesto	299.8	139
Appleton - Oshkosh - Neenah	298.4	140
Manchester - Nashua	295.3	141
Montgomery	291.4	142
Erie	285.6	143
Evansville	284.1	144
Rockford	281.5	145
Visalia - Tulare - Porterville	279.2	146
Orange County, N.Y.	278.9	147
Macon - Warner Robins	276.4	148
Lorain - Elyria	274.4	149
Hamilton - Middletown	271.9	150
Total Top 150	**156,006.9**	
Ann Arbor	270.4	151
Charleston, W.Va.	269.3	152
Eugene - Springfield	269.1	153
Binghamton	268.3	154
Johnstown	263.9	155
Fayetteville, N.C.	263.4	156
Poughkeepsie	262.0	157
Duluth	259.8	158
Fort Myers - Cape Coral	256.3	159
Provo - Orem	255.7	160
Salem, Ore.	255.6	161
New London - Norwich	248.8	162
Sarasota	241.6	163
Brownsville - Harlingen	241.5	164
Columbus, Ga.	241.0	165
South Bend - Mishawaka	237.7	166
Killeen - Temple	237.1	167
Savannah	230.0	168
Anchorage	229.8	169
Lubbock	225.0	170
Roanoke	224.3	171
Portland, Me.	223.9	172
Springfield, Mo.	222.6	173
Niagara Falls	219.3	174
Santa Cruz	216.8	175
Lafayette, La.	215.3	176
Boulder - Longmont	215.2	177
Reno	215.0	178
Galveston - Texas City	214.8	179
Hickory	214.7	180
Kalamazoo	214.6	181
Vancouver	208.2	182
Huntsville	208.0	183
Tallahassee	207.9	184
Lincoln	205.3	185
Brazoria	203.1	186
Beaver County, Pa.	201.5	187
Biloxi - Gulfport	195.4	188
Boise	195.3	189
Springfield, Ill.	194.4	190
Amarillo	193.3	191
Fort Pierce	193.2	192
Houma - Thibodaux	191.7	193
Gainesville	191.1	194
Waco	185.9	195
Wheeling	183.1	196
Green Bay	182.0	197
Yakima	180.7	198
Lake Charles	176.7	199
Fort Smith	175.5	200
Total Top 200	**167,102.0**	
St. Cloud	175.2	201
Fort Collins - Loveland	174.8	202
Bradenton	173.6	203
Racine	173.2	204
Cedar Rapids	171.4	205
Longview - Marshall	169.7	206
Bremerton	169.5	207
Champaign - Urbana - Rantoul	168.9	208
Asheville	166.7	209
Benton Harbor	165.9	210
Chico	163.6	211
Waterloo - Cedar Falls	163.5	212
Ocala	159.7	213
Topeka	159.1	214
Parkersburg - Marietta	159.0	215
Lima	157.9	216
Steubenville - Weirton	156.4	217
Clarksville - Hopkinsville	155.5	218
Muskegon	154.6	219
Richland - Kennewick - Pasco	153.0	220
Jackson, Mich.	149.3	221
Tyler	149.0	222
Fargo - Moorhead	145.9	223
Monroe	145.2	224
Lynchburg	145.0	225
Anderson, S.C.	144.2	226
Elkhart - Goshen	143.3	227
Tuscaloosa	143.2	228
Alexandria, La.	143.0	229
Pittsfield	142.9	230
Olympia	140.7	231
Florence, Ala.	139.6	232
Janesville - Beloit	139.5	233
Athens	138.5	234
Bangor	138.5	234
Greeley	138.0	236
Battle Creek	137.7	237
Vineland - Millville - Bridgeton	137.6	238
Medford	137.5	239
Odessa	137.5	239
Eau Claire	136.9	241
Altoona	136.4	242
Redding	134.6	243
Terre Haute	134.3	244
Anderson, Ind.	133.8	245
Joplin	132.9	246
Decatur	131.5	247
Mansfield	130.2	248
Fort Walton Beach	128.8	249
Sharon	128.7	250
Total Top 250	**174,557.4**	
Pascagoula	126.2	251
Dothan	126.1	252
Burlington, Vt.	126.0	253
Pueblo	125.1	254
Anniston	124.9	255
Muncie	124.6	256
Wichita Falls	124.3	257
Bloomington - Normal	124.2	258
Kenosha	122.5	259
Lafayette - West Lafayette	122.5	259
Jacksonville, N.C.	120.9	261
Abilene	120.7	262
Charlottesville	120.7	262
Billings	120.1	264
Williamsport	119.9	265
Sioux Falls	119.6	266
Texarkana	119.5	267
Sioux City	118.0	268
Albany, Ga.	117.8	269
Florence, S.C.	117.2	270
Laredo	117.1	271
Lawton	116.9	272
Hagerstown	116.6	273
State College	116.0	274
Glens Falls	115.6	275
Wausau	114.6	276
Bellingham	113.9	277
Danville, Va.	112.5	278
Naples	112.5	278
Wilmington, N.C.	111.5	280
Bryan - College Station	111.3	281
Las Cruces	110.9	282
Yuba City	110.4	283
Panama City	109.8	284
Columbia, Mo.	107.4	285
Fayetteville - Springdale	106.0	286
Cumberland	105.9	287
Gadsden	104.8	288
Midland, Tex.	104.8	288
Kankakee	103.9	290
Kokomo	103.3	291
Santa Fe	102.5	292
Sheboygan	101.4	293
Bloomington, Ind.	101.0	294
Lewiston - Auburn	100.5	295
Burlington, N.C.	99.5	296
Elmira	96.5	297
Sherman - Denison	95.7	298
San Angelo	95.5	299
Rochester, Minn.	95.4	300
Dubuque	93.7	301
La Crosse	93.4	302
Pine Bluff	90.2	303
Bismarck	90.1	304
Owensboro	87.7	305
St. Joseph	86.8	306
Iowa City	85.7	307
Great Falls	80.2	308
Victoria	77.6	309
Jackson, Tenn.	76.3	310
Casper	76.2	311
Rapid City	75.3	312
Cheyenne	72.8	313
Lawrence, Kans.	71.4	314
Grand Forks	70.0	315
Enid	66.1	316
Total Above Areas	**181,505.4**	
Percent of U.S.	**76.1749**	
U.S. Total	**238,274.7**	

SUBURBAN POPULATION

Area	(Thous.)	Rank
Los Angeles - Long Beach	4,072.3	1
Detroit	3,086.2	2
Philadelphia	3,027.4	3
Chicago	2,988.2	4
Nassau - Suffolk	2,686.3	5
Washington	2,623.1	6
Boston - Lawrence - Salem - Lowell - Brockton	2,470.1	7
Atlanta	1,929.3	8
St. Louis	1,759.4	9
Pittsburgh	1,748.6	10
Anaheim - Santa Ana	1,643.1	11
Minneapolis - St. Paul	1,511.0	12
Baltimore	1,478.9	13
Riverside - San Bernardino	1,474.0	14
Newark	1,449.2	15
Houston	1,393.3	16
Oakland	1,366.2	17
Cleveland	1,317.8	18
Tampa - St. Petersburg - Clearwater	1,218.0	19
New York	1,184.1	20
Bergen - Passaic	1,146.5	21
Seattle	1,126.3	22
Denver	1,116.0	23
Miami - Hialeah	1,107.7	24
Dallas	1,091.9	25
San Diego	1,039.6	26
Cincinnati	1,035.4	27
Monmouth - Ocean	932.2	28
Middlesex - Somerset - Hunterdon	840.3	29
San Francisco	837.7	30
Sacramento	832.4	31
Salt Lake City - Ogden	797.1	32
Fort Lauderdale - Hollywood - Pompano Beach	795.5	33
Kansas City	793.4	34
Portland, Ore.	775.6	35
Hartford - New Britain - Middletown - Bristol	758.8	36
Rochester, N.Y.	755.2	37
New Orleans	741.0	38
Milwaukee	729.8	39
Orlando	698.0	40
Dayton - Springfield	678.0	41
Buffalo	651.1	42
Louisville	643.9	43
Columbus, Ohio	639.3	44
Albany - Schenectady - Troy	639.0	45
San Jose	630.1	46
Providence - Pawtucket - Woonsocket	607.9	47
Birmingham	601.8	48
Charlotte - Gastonia - Rock Hill	579.4	49
Scranton - Wilkes-Barre	576.9	50
Total Top 50	**64,624.3**	
Richmond - Petersburg	548.9	51
West Palm Beach - Boca Raton - Delray Beach	540.8	52
Greensboro - Winston-Salem - High Point	522.6	53
Fort Worth - Arlington	508.3	54
Greenville - Spartanburg	502.3	55
Syracuse	494.9	56
Indianapolis	490.2	57
Harrisburg - Lebanon - Carlisle	477.6	58
Wilmington, Del.	466.9	59
Phoenix	454.1	60
Allentown - Bethlehem	453.8	61
New Haven - Waterbury - Meriden	433.5	62
Honolulu	430.5	63
Bridgeport - Stamford - Norwalk - Danbury	430.4	64
Oklahoma City	425.5	65
Worcester - Fitchburg - Leominster	422.7	66
Charleston, S.C.	416.7	67
Grand Rapids	411.6	68
Nashville	404.0	69
Knoxville	390.3	70
Oxnard - Ventura	388.2	71
Akron	367.8	72
Gary - Hammond	367.7	73
Tulsa	364.3	74
Tacoma	359.7	75
Lake County, Ill.	358.6	76
Youngstown - Warren	357.1	77
Las Vegas	356.9	78
York	353.5	79
Columbia, S.C.	342.2	80
San Antonio	330.6	81
Johnson City - Kingsport - Bristol	327.8	82
Lancaster	326.5	83
Augusta	326.4	84
Springfield, Mass.	325.1	85
Bakersfield	324.2	86
Raleigh - Durham	310.1	87
Joliet	303.6	88
Baton Rouge	301.1	89
Fresno	297.0	90
Jersey City	289.6	91
Flint	289.2	92
Canton	287.2	93
Lakeland - Winter Haven	280.6	94
Orange County, N.Y.	278.9	95
Chattanooga	266.1	96
Atlantic City	265.4	97
New Bedford - Fall River - Attleboro	263.9	98
Saginaw - Bay City - Midland	263.4	99
Mobile	252.6	100
Total Top 100	**83,385.2**	
Pensacola	258.3	101
Huntington - Ashland	253.6	102
Austin	252.8	103
Memphis	251.1	104
Lansing - East Lansing	249.2	105
Toledo	249.0	106
Daytona Beach	248.5	107
Reading	243.7	108
Norfolk - Virginia Beach - Newport News	238.0	109
Little Rock - North Little Rock	235.6	110
Tucson	233.7	111
Poughkeepsie	230.8	112
Johnstown	230.3	113
Portsmouth - Dover - Rochester	229.1	114
Omaha	221.2	115
Trenton	221.0	116
Jacksonville, Fla.	220.7	117
Peoria	215.0	118
Binghamton	213.5	119
Charleston, W.Va.	210.3	120
Beaumont - Port Arthur	209.6	121
Utica - Rome	206.2	122
Santa Rosa - Petaluma	203.9	123
McAllen - Edinburg - Mission	203.8	124
Melbourne - Titusville - Palm Bay	203.3	125
Brazoria	203.1	126
Beaver County, Pa.	201.5	127
Fayetteville, N.C.	193.4	128
Davenport - Rock Island - Moline	193.1	129
Hickory	190.4	130
Des Moines	190.0	131
Sarasota	189.0	132
Fort Wayne	187.7	133
Aurora - Elgin	184.0	134
New London - Norwich	181.0	135
Spokane	179.5	136
Stockton	178.6	137
Jackson, Miss.	177.2	138
Fort Myers - Cape Coral	173.3	139
Santa Cruz	171.5	140
Visalia - Tulare - Porterville	170.5	141
Salinas - Seaside - Monterey	168.7	142
Vallejo - Fairfield - Napa	168.1	143
Erie	167.0	144
Santa Barbara - Santa Maria - Lompoc	166.8	145
Salem, Ore.	165.7	146
Ann Arbor	164.3	147
Vancouver	164.3	147
Hamilton - Middletown	164.0	149
Madison	163.7	150
Total Top 150	**93,573.8**	
Appleton - Oshkosh - Neenah	163.6	151
Portland, Me.	162.1	152
Fort Pierce	157.2	153
Evansville	155.0	154
Niagara Falls	153.2	155
Benton Harbor	151.4	156
Wichita	146.4	157
Rockford	144.2	158
Duluth	143.7	159
Lorain - Elyria	143.1	160
Wheeling	142.0	161
Modesto	141.4	162
Houma - Thibodaux	140.2	163
Kalamazoo	138.0	164
Bradenton	137.0	165
Bremerton	133.9	166
Chico	133.4	167
Killeen - Temple	132.9	168
St. Cloud	132.9	168
Lafayette, La.	132.7	170
Yakima	131.8	171
Manchester - Nashua	128.1	172
Roanoke	126.8	173
Eugene - Springfield	126.1	174
Lexington-Fayette	119.6	175
Ocala	116.2	176
Anderson, S.C.	116.1	177
Provo - Orem	115.5	178
Muskegon	115.4	179
Macon - Warner Robins	113.4	180
Sharon	111.7	181
Olympia	111.2	182
Jackson, Mich.	110.6	183
Lima	109.9	184
Galveston - Texas City	109.1	185
Steubenville - Weirton	108.7	186
Reno	108.2	187
Asheville	108.0	188
Bangor	107.8	189
Gainesville	107.8	189
Albuquerque	106.9	191
Fort Walton Beach	106.8	192
Biloxi - Gulfport	105.2	193
Montgomery	103.4	194
Florence, Ala.	102.9	195
Parkersburg - Marietta	102.9	195
Fort Smith	101.5	197
Lake Charles	101.3	198
Colorado Springs	99.6	199
Glens Falls	98.7	200
Total Top 200	**99,789.3**	
Corpus Christi	97.7	201
Athens	96.0	202
Pascagoula	95.5	203
Medford	95.0	204
Jacksonville, N.C.	94.6	205
Anniston	94.5	206
Brownsville - Harlingen	93.4	207
Tallahassee	93.4	207
Joplin	93.3	209
Naples	93.1	210
Pittsfield	92.5	211
Green Bay	91.7	212
Springfield, Ill.	90.8	213
Racine	90.4	214
Yuba City	89.9	215
South Bend - Mishawaka	89.8	216
Alexandria, La.	89.0	217
Burlington, Vt.	88.8	218
Monroe	88.6	219
Williamsport	87.0	220
Shreveport	86.0	221
Boulder - Longmont	85.6	222
Boise	85.3	223
Florence, S.C.	85.1	224
Savannah	85.1	224
Redding	84.3	226
Battle Creek	83.4	227
Springfield, Mo.	83.2	228
Hagerstown	83.1	229
Wausau	82.4	230
Eau Claire	82.3	231
Cumberland	81.6	232
State College	81.3	233
Altoona	81.2	234
Greeley	80.9	235
Charlottesville	80.2	236
Waco	80.1	237
Elkhart - Goshen	79.3	238
Lynchburg	78.4	239
Mansfield	78.0	240
Terre Haute	76.1	241
Panama City	75.7	242
Kankakee	74.6	243
Tyler	74.5	244
Anderson, Ind.	72.2	245
Dothan	72.2	245
Longview - Marshall	71.0	247
Columbus, Ga.	70.8	248
Clarksville - Hopkinsville	69.1	249
El Paso	68.4	250
Total Top 250	**104,005.7**	
Bellingham	68.3	251
Tuscaloosa	68.1	252
Danville, Va.	68.0	253
Wilmington, N.C.	66.5	254
Fort Collins - Loveland	64.7	255
Texarkana	63.8	256
Burlington, N.C.	62.4	257
Elmira	62.0	258
Cedar Rapids	61.7	259
Las Cruces	60.7	260
Huntsville	60.2	261
Richland - Kennewick - Pasco	59.7	262
Lafayette - West Lafayette	58.2	263
Gadsden	57.7	264
Kokomo	57.3	265
Champaign - Urbana - Rantoul	55.3	266
Sheboygan	54.2	267
Janesville - Beloit	53.5	268
Waterloo - Cedar Falls	52.8	269
Fargo - Moorhead	50.0	270
Billings	49.9	271
Muncie	49.8	272
Bloomington, Ind.	48.8	273
Santa Fe	48.8	273
Kenosha	46.3	275
La Crosse	45.9	276
Fayetteville - Springdale	44.3	277
Columbia, Mo.	43.6	278
Lubbock	41.6	279
Topeka	40.4	280
Bismarck	40.3	281
Bloomington - Normal	40.3	281
Sherman - Denison	39.9	283
Lewiston - Auburn	38.1	284
Rochester, Minn.	38.1	284
Vineland - Millville - Bridgeton	37.8	286
Decatur	37.6	287
Sioux City	37.0	288
Pine Bluff	34.6	289
Iowa City	34.4	290
Lawton	33.0	291
Albany, Ga.	32.6	292
Owensboro	32.4	293
Dubuque	32.3	294
Odessa	30.7	295
Amarillo	30.6	296
Sioux Falls	29.7	297
Wichita Falls	26.8	298
Casper	25.3	299
Jackson, Tenn.	25.3	299
Grand Forks	25.1	301
Pueblo	25.0	302
Rapid City	24.0	303
Lincoln	23.0	304
Great Falls	22.5	305
Cheyenne	21.5	306
Victoria	20.2	307
Lawrence, Kans.	15.9	308
Enid	13.0	309
St. Joseph	11.7	310
San Angelo	11.4	311
Abilene	11.2	312
Midland, Tex.	10.7	313
Laredo	9.4	314
Bryan - College Station	8.7	315
Anchorage	.0	316
Total Above Areas	**106,600.3**	
Percent of U.S.	**100.0000**	
U.S. Total	**106,600.3**	

BLACK POPULATION

Area	(Thous.)	Rank
New York	2,104.4	1
Chicago	1,390.3	2
Los Angeles - Long Beach	1,007.0	3
Philadelphia	911.0	4
Washington	891.5	5
Detroit	877.8	6
Houston	613.9	7
Atlanta	571.6	8
Baltimore	564.0	9
New Orleans	434.9	10
St. Louis	409.5	11
Newark	409.1	12
Memphis	378.7	13
Dallas	368.3	14
Norfolk - Virginia Beach - Newport News	351.6	15
Cleveland	347.9	16
Miami - Hialeah	322.5	17
Oakland	281.6	18
Birmingham	258.0	19
Richmond - Petersburg	228.4	20
Charlotte - Gastonia - Rock Hill	216.9	21
Boston - Lawrence - Salem - Lowell - Brockton	190.7	22
Kansas City	184.2	23
Cincinnati	178.2	24
Greensboro - Winston-Salem - High Point	177.8	25
Tampa - St. Petersburg - Clearwater	177.7	26
Nassau - Suffolk	176.4	27
Jacksonville, Fla.	176.1	28
Pittsburgh	174.5	29
Raleigh - Durham	167.6	30
Jackson, Miss.	166.6	31
Indianapolis	165.5	32
Baton Rouge	157.3	33
Charleston, S.C.	152.8	34
Milwaukee	150.2	35
Nashville	147.1	36
Columbus, Ohio	146.9	37
Mobile	140.3	38
Fort Lauderdale - Hollywood - Pompano Beach	135.8	39
Gary - Hammond	129.0	40
San Francisco	128.8	41
Columbia, S.C.	127.6	42
Fort Worth - Arlington	124.7	43
Louisville	124.5	44
Shreveport	122.2	45
Dayton - Springfield	121.8	46
Augusta	118.0	47
San Diego	117.9	48
Orlando	112.9	49
Greenville - Spartanburg	107.6	50
Total Top 50	**17,239.6**	
Buffalo	106.5	51
Montgomery	105.5	52
West Palm Beach - Boca Raton - Delray Beach	101.9	53
Little Rock - North Little Rock	98.0	54
Macon - Warner Robins	97.0	55
Bergen - Passaic	94.8	56
Riverside - San Bernardino	91.4	57
Beaumont - Port Arthur	88.2	58
Columbus, Ga.	88.2	58
Savannah	87.6	60
Oklahoma City	85.9	61
Rochester, N.Y.	84.7	62
Fayetteville, N.C.	84.2	63
San Antonio	82.9	64
Flint	81.3	65
Denver	80.9	66
Hartford - New Britain - Middletown - Bristol	79.0	67
Wilmington, Del.	77.4	68
New Haven - Waterbury - Meriden	73.1	69
Bridgeport - Stamford - Norwalk - Danbury	72.0	70
Jersey City	71.7	71
Sacramento	69.5	72
Tallahassee	69.2	73
Toledo	67.6	74
Austin	62.8	75
Chattanooga	62.5	76
Akron	62.0	77
Seattle	61.7	78
Trenton	58.6	79
Monmouth - Ocean	58.4	80
Lakeland - Winter Haven	57.1	81
Youngstown - Warren	57.0	82
Tulsa	56.4	83
Las Vegas	56.2	84
Pensacola	55.8	85
Phoenix	54.3	86
Lafayette, La.	51.3	87
Minneapolis - St. Paul	51.2	88
Albany, Ga.	49.7	89
Middlesex - Somerset - Hunterdon	49.4	90
Omaha	46.9	91
Florence, S.C.	45.3	92
San Jose	45.2	93
Atlantic City	44.5	94
Monroe	44.0	95
Huntsville	43.7	96
Killeen - Temple	41.9	97
Galveston - Texas City	41.3	98
Tuscaloosa	41.1	99
Lake Charles	40.0	100
Total Top 100	**20,616.4**	
Alexandria, La.	39.8	101
Longview - Marshall	39.6	102
Saginaw - Bay City - Midland	39.1	103
Gainesville	38.9	104
Pine Bluff	37.6	105
Lexington-Fayette	37.0	106
Harrisburg - Lebanon - Carlisle	36.9	107
Biloxi - Gulfport	36.7	108
Knoxville	35.7	109
Daytona Beach	36.3	110
Joliet	35.6	111
Grand Rapids	35.0	112
Danville, Va.	34.9	113
Tyler	34.1	114
Clarksville - Hopkinsville	33.9	115
Wichita	33.9	115
Springfield, Mass.	33.4	117
Albany - Schenectady - Troy	32.9	118
Syracuse	32.8	119
Fort Pierce	32.4	120
Vallejo - Fairfield - Napa	32.2	121
Tacoma	31.7	122
Lake County, Ill.	31.3	123
Waco	31.0	124
Portland, Ore.	30.7	125
Melbourne - Titusville - Palm Bay	30.6	126
Ann Arbor	30.2	127
Lynchburg	30.2	127
Providence - Pawtucket - Woonsocket	29.0	129
Ocala	28.1	130
Texarkana	28.1	130
Fort Wayne	28.0	132
Anaheim - Santa Ana	27.4	133
Fresno	27.3	134
Dothan	26.8	135
Roanoke	26.4	136
Houma - Thibodaux	26.2	137
Athens	26.1	138
Jacksonville, N.C.	25.9	139
Anderson, S.C.	25.8	140
Canton	25.6	141
Benton Harbor	25.5	142
Wilmington, N.C.	25.4	143
Pascagoula	24.9	144
Lansing - East Lansing	24.6	145
Bakersfield	23.7	146
Jackson, Tenn.	23.6	147
Anniston	23.3	148
Peoria	22.9	149
South Bend - Mishawaka	22.4	150
Total Top 150	**22,148.8**	
Rockford	22.2	151
Fort Myers - Cape Coral	21.8	152
Colorado Springs	21.7	153
Vineland - Millville - Bridgeton	21.7	153
El Paso	21.0	155
Lorain - Elyria	21.0	155
Stockton	20.7	157
Burlington, N.C.	20.3	158
Salinas - Seaside - Monterey	20.2	159
Muskegon	19.9	160
Poughkeepsie	19.4	161
Florence, Ala.	18.7	162
Hickory	18.7	162
Orange County, N.Y.	18.6	164
Charlottesville	18.5	165
Lawton	18.4	166
Davenport - Rock Island - Moline	18.0	167
Lubbock	17.3	168
Kalamazoo	16.9	169
Bradenton	16.6	170
Evansville	16.4	171
Tucson	16.4	171
Brazoria	16.3	173
Honolulu	16.1	174
Kankakee	15.8	175
Aurora - Elgin	15.6	176
Asheville	15.4	177
Champaign - Urbana - Rantoul	15.2	178
Gadsden	15.0	179
Corpus Christi	14.8	180
Des Moines	14.6	181
Decatur	14.5	182
Racine	14.4	183
Battle Creek	14.0	184
Charleston, W.Va.	14.0	184
Panama City	13.9	186
Erie	13.4	187
Hamilton - Middletown	13.3	188
Sarasota	13.3	188
Bryan - College Station	12.7	190
Topeka	12.5	191
Springfield, Ill.	12.3	192
Beaver County, Pa.	11.9	193
Oxnard - Ventura	11.9	193
Lima	11.8	195
Anchorage	11.7	196
Fort Walton Beach	11.7	196
Jackson, Mich.	11.4	198
Wichita Falls	11.4	198
Niagara Falls	11.1	200
Total Top 200	**22,953.2**	
York	10.8	201
Albuquerque	10.7	202
Worcester - Fitchburg - Leominster	10.0	203
New London - Norwich	9.9	204
Allentown - Bethlehem	9.8	205
Anderson, Ind.	9.8	205
Mansfield	9.8	205
Salt Lake City - Ogden	9.6	208
Johnson City - Kingsport - Bristol	9.5	209
Midland, Tex.	9.4	210
Amarillo	9.3	211
Waterloo - Cedar Falls	9.0	212
Reading	8.6	213
New Bedford - Fall River - Attleboro	8.3	214
Utica - Rome	8.3	214
Lancaster	8.0	216
Santa Barbara - Santa Maria - Lompoc	8.0	216
Muncie	7.8	218
Abilene	7.5	219
Huntington - Ashland	7.5	219
Columbia, Mo.	6.9	221
Sherman - Denison	6.9	221
Naples	6.4	223
Terre Haute	6.4	223
Elkhart - Goshen	6.3	225
Fort Smith	6.3	225
Odessa	6.3	225
Steubenville - Weirton	6.3	225
Sharon	5.8	229
Madison	5.7	230
Victoria	5.5	231
Bloomington - Normal	5.1	232
Hagerstown	5.1	232
Scranton - Wilkes-Barre	4.9	234
Janesville - Beloit	4.8	235
Kokomo	4.5	236
Elmira	4.2	237
Spokane	4.2	237
Wheeling	4.0	239
Reno	3.9	240
San Angelo	3.9	240
Visalia - Tulare - Porterville	3.8	242
Binghamton	3.6	243
Johnstown	3.6	243
Lincoln	3.6	243
Owensboro	3.6	243
Santa Rosa - Petaluma	3.6	243
Modesto	3.3	248
Lawrence, Kans.	3.2	249
Springfield, Mo.	3.1	250
Total Top 250	**23,279.6**	
Bremerton	2.9	251
Kenosha	2.9	251
Cedar Rapids	2.8	253
Yuba City	2.8	253
Bloomington, Ind.	2.6	255
St. Joseph	2.6	255
Richland - Kennewick - Pasco	2.4	257
Pueblo	2.3	258
Enid	2.2	259
Pittsfield	2.2	259
Cheyenne	2.1	261
Cumberland	2.1	261
Lafayette - West Lafayette	2.0	263
Boulder - Longmont	1.9	264
Portsmouth - Dover - Rochester	1.9	264
Williamsport	1.9	264
Chico	1.8	267
Las Cruces	1.8	267
Vancouver	1.7	269
Parkersburg - Marietta	1.6	270
Santa Cruz	1.6	270
Yakima	1.6	270
Fayetteville - Springdale	1.5	273
Manchester - Nashua	1.5	273
State College	1.5	273
Eugene - Springfield	1.4	276
Glens Falls	1.3	277
Salem, Ore.	1.3	277
Grand Forks	1.2	279
Iowa City	1.2	279
Joplin	1.1	281
Olympia	1.1	281
Sioux City	1.1	281
Altoona	1.0	284
Duluth	1.0	284
Portland, Me.	1.0	284
Brownsville - Harlingen	.9	287
Great Falls	.9	287
Rapid City	.9	287
Redding	.8	290
Boise	.7	291
Fort Collins - Loveland	.7	291
Greeley	.7	291
McAllen - Edinburg - Mission	.6	294
Burlington, Vt.	.5	295
Casper	.5	295
Green Bay	.5	295
Santa Fe	.5	295
Appleton - Oshkosh - Neenah	.4	299
Rochester, Minn.	.4	299
St. Cloud	.4	299
Bangor	.3	302
Bellingham	.3	302
Billings	.3	302
Fargo - Moorhead	.3	302
Sheboygan	.3	302
Sioux Falls	.3	302
Dubuque	.2	308
Eau Claire	.2	308
La Crosse	.2	308
Lewiston - Auburn	.2	308
Medford	.2	308
Provo - Orem	.2	308
Bismarck	.1	314
Laredo	.1	314
Wausau	.0	316
Total Above Areas	**23,357.1**	
Percent of U.S.	**82.0270**	
U.S. Total	**28,474.9**	

POPULATION 35 TO 49 YEARS OLD

Area	(Thous.)	Rank
New York	1,616.9	1
Los Angeles - Long Beach	1,497.9	2
Chicago	1,131.7	3
Philadelphia	873.8	4
Detroit	803.2	5
Washington	744.8	6
Boston - Lawrence - Salem - Lowell - Brockton	668.8	7
Houston	621.1	8
Nassau - Suffolk	555.1	9
Atlanta	496.9	10
Dallas	447.0	11
St. Louis	442.0	12
Baltimore	439.6	13
Anaheim - Santa Ana	435.4	14
Minneapolis - St. Paul	417.6	15
Pittsburgh	379.6	16
Oakland	376.6	17
Newark	376.4	18
San Diego	364.1	19
Miami - Hialeah	341.5	20
Cleveland	340.3	21
Seattle	335.3	22
Denver	320.8	23
Riverside - San Bernardino	316.3	24
Phoenix	311.9	25
San Francisco	311.7	26
Tampa - St. Petersburg - Clearwater	293.4	27
San Jose	290.2	28
Kansas City	282.3	29
Bergen - Passaic	254.0	30
Cincinnati	251.8	31
Milwaukee	250.5	32
Columbus, Ohio	238.4	33
New Orleans	237.6	34
Sacramento	235.0	35
Norfolk - Virginia Beach - Newport News	229.6	36
Indianapolis	225.4	37
Fort Worth - Arlington	224.0	38
Portland, Ore.	210.1	39
San Antonio	210.1	39
Charlotte - Gastonia - Rock Hill	202.8	41
Hartford - New Britain - Middletown - Bristol	202.1	42
Fort Lauderdale - Hollywood - Pompano Beach	191.5	43
Middlesex - Somerset - Hunterdon	190.2	44
Rochester, N.Y.	183.6	45
Oklahoma City	182.1	46
Dayton - Springfield	179.3	47
Louisville	178.7	48
Greensboro - Winston-Salem - High Point	178.3	49
Buffalo	175.3	50
Total Top 50	**20,262.6**	
Nashville	174.1	51
Monmouth - Ocean	173.4	52
Bridgeport - Stamford - Norwalk - Danbury	171.1	53
Salt Lake City - Ogden	169.5	54
Birmingham	164.2	55
Memphis	163.5	56
Orlando	157.8	57
Richmond - Petersburg	154.4	58
Honolulu	152.7	59
Albany - Schenectady - Troy	150.9	60
Providence - Pawtucket - Woonsocket	149.0	61
Jacksonville, Fla.	146.0	62
Tulsa	143.5	63
New Haven - Waterbury - Meriden	137.9	64
Scranton - Wilkes-Barre	125.9	65
Oxnard - Ventura	120.6	66
Allentown - Bethlehem	120.3	67
Greenville - Spartanburg	117.4	68
Akron	116.8	69
Gary - Hammond	116.4	70
Syracuse	115.4	71
Raleigh - Durham	114.9	72
Las Vegas	114.0	73
Worcester - Fitchburg - Leominster	113.6	74
Knoxville	113.1	75
Austin	112.0	76
West Palm Beach - Boca Raton - Delray Beach	112.0	76
Omaha	111.5	78
Grand Rapids	108.7	79
Harrisburg - Lebanon - Carlisle	107.0	80
Toledo	103.1	81
Tucson	103.1	81
Wilmington, Del.	101.8	83
Jersey City	100.3	84
Fresno	99.1	85
Springfield, Mass.	96.9	86
Lake County, Ill.	95.7	87
Baton Rouge	95.4	88
El Paso	93.7	89
Tacoma	93.2	90
Youngstown - Warren	92.1	91
Little Rock - North Little Rock	91.7	92
Johnson City - Kingsport - Bristol	90.2	93
Albuquerque	86.8	94
New Bedford - Fall River - Attleboro	85.9	95
Charleston, S.C.	85.3	96
Flint	83.5	97
Chattanooga	83.3	98
Mobile	82.4	99
Bakersfield	81.6	100
Total Top 100	**26,155.3**	
Columbia, S.C.	80.0	101
Saginaw - Bay City - Midland	76.6	102
York	75.9	103
Wichita	75.7	104
Canton	74.8	105
Joliet	73.7	106
Lansing - East Lansing	73.1	107
Beaumont - Port Arthur	72.0	108
Vallejo - Fairfield - Napa	70.8	109
Des Moines	70.0	110
Davenport - Rock Island - Moline	69.9	111
Lancaster	69.5	112
Stockton	69.5	112
Augusta	68.6	114
Jackson, Miss.	67.7	115
Peoria	66.8	116
Melbourne - Titusville - Palm Bay	65.5	117
Colorado Springs	65.4	118
Lakeland - Winter Haven	64.5	119
Aurora - Elgin	64.4	120
Huntington - Ashland	63.8	121
Fort Wayne	63.6	122
Shreveport	63.3	123
Corpus Christi	62.1	124
Santa Rosa - Petaluma	62.0	125
Spokane	61.4	126
Pensacola	61.2	127
Lexington-Fayette	59.6	128
Reading	58.9	129
Trenton	58.9	129
Santa Barbara - Santa Maria - Lompoc	57.9	131
Portsmouth - Dover - Rochester	57.8	132
Madison	57.4	133
Manchester - Nashua	56.1	134
Utica - Rome	55.2	135
Orange County, N.Y.	54.4	136
Salinas - Seaside - Monterey	54.3	137
Poughkeepsie	54.2	138
Modesto	54.0	139
Montgomery	54.0	139
Rockford	52.8	141
Macon - Warner Robins	52.4	142
Appleton - Oshkosh - Neenah	52.2	143
McAllen - Edinburg - Mission	52.2	143
Hamilton - Middletown	51.0	145
Evansville	50.6	146
Lorain - Elyria	50.3	147
Charleston, W.Va.	49.9	148
Anchorage	49.4	149
Atlantic City	49.0	150
Total Top 150	**29,249.6**	
Binghamton	48.9	151
Visalia - Tulare - Porterville	48.8	152
Erie	47.7	153
Eugene - Springfield	47.4	154
Daytona Beach	45.9	155
Ann Arbor	45.8	156
Fayetteville, N.C.	45.0	157
Salem, Ore.	44.9	158
Huntsville	44.8	159
Hickory	44.7	160
New London - Norwich	44.7	160
Reno	44.3	162
Roanoke	43.1	163
Johnstown	42.5	164
Duluth	41.7	165
Boulder - Longmont	41.3	166
Brazoria	40.7	167
Columbus, Ga.	40.6	168
Galveston - Texas City	40.5	169
Portland, Me.	39.9	170
Vancouver	39.8	171
Savannah	39.6	172
Springfield, Mo.	39.5	173
South Bend - Mishawaka	39.3	174
Fort Myers - Cape Coral	39.2	175
Brownsville - Harlingen	38.3	176
Niagara Falls	38.3	176
Kalamazoo	37.8	178
Lafayette, La.	37.3	179
Lubbock	37.2	180
Santa Cruz	36.8	181
Killeen - Temple	36.7	182
Beaver County, Pa.	36.6	183
Boise	36.5	184
Amarillo	35.2	185
Tallahassee	34.8	186
Springfield, Ill.	34.7	187
Biloxi - Gulfport	34.2	188
Sarasota	34.0	189
Houma - Thibodaux	33.7	190
Lincoln	33.0	191
Fort Smith	32.6	192
Asheville	31.9	193
Lake Charles	31.9	193
Racine	31.9	193
Cedar Rapids	31.8	196
Green Bay	31.7	197
Provo - Orem	31.6	198
Bremerton	31.5	199
Yakima	31.5	199
Total Top 200	**31,191.7**	
Wheeling	30.4	201
Fort Collins - Loveland	30.3	202
Longview - Marshall	30.3	202
Parkersburg - Marietta	30.1	204
Waco	30.1	204
Fort Pierce	30.0	206
Gainesville	29.8	207
Benton Harbor	29.7	208
Richland - Kennewick - Pasco	28.8	209
Anderson, S.C.	28.5	210
Topeka	28.5	210
Steubenville - Weirton	27.8	212
Jackson, Mich.	27.7	213
Lynchburg	27.7	213
Fort Walton Beach	27.6	215
St. Cloud	27.5	216
Ocala	27.0	217
Olympia	27.0	217
Waterloo - Cedar Falls	27.0	217
Elkhart - Goshen	26.8	220
Florence, Ala.	26.8	220
Lima	26.7	222
Tyler	26.7	222
Redding	26.6	224
Muskegon	26.5	225
Clarksville - Hopkinsville	25.8	226
Janesville - Beloit	25.8	226
Alexandria, La.	25.7	228
Medford	25.5	229
Anderson, Ind.	25.2	230
Battle Creek	25.1	231
Pascagoula	25.1	231
Champaign - Urbana - Rantoul	25.0	233
Mansfield	25.0	233
Vineland - Millville - Bridgeton	25.0	233
Chico	24.8	236
Odessa	24.8	236
Monroe	24.7	238
Bradenton	24.6	239
Pittsfield	24.6	239
Bangor	24.4	241
Greeley	24.4	241
Tuscaloosa	24.0	243
Decatur	23.8	244
Joplin	23.8	244
Athens	23.5	246
Altoona	23.3	247
Dothan	23.3	247
Burlington, Vt.	23.2	249
Fargo - Moorhead	22.9	250
Total Top 250	**32,510.9**	
Kenosha	22.4	251
Sharon	22.2	252
Billings	22.1	253
Muncie	22.1	253
Hagerstown	21.9	255
Wichita Falls	21.9	255
Florence, S.C.	21.8	257
Santa Fe	21.7	258
Eau Claire	21.6	259
Pueblo	21.6	259
Anniston	21.5	261
Terre Haute	21.5	261
Panama City	21.2	263
Williamsport	21.0	264
Wilmington, N.C.	21.0	264
Charlottesville	20.8	266
Kokomo	20.8	266
Albany, Ga.	20.7	268
Glens Falls	20.7	268
Abilene	20.6	270
Texarkana	20.6	270
Yuba City	20.6	270
Danville, Va.	20.5	273
Wausau	20.4	274
Sioux Falls	20.0	275
Bloomington - Normal	19.7	276
Burlington, N.C.	19.7	276
Midland, Tex.	19.5	278
Cumberland	19.1	279
Las Cruces	19.0	280
Lawton	19.0	280
Sioux City	19.0	280
Rochester, Minn.	18.8	283
Gadsden	18.7	284
Bellingham	18.6	285
Naples	18.5	286
Fayetteville - Springdale	18.3	287
Laredo	18.3	287
Lafayette - West Lafayette	18.2	289
Kankakee	18.1	290
State College	17.9	291
Lewiston - Auburn	17.4	292
Sheboygan	17.3	293
Sherman - Denison	17.2	294
Jacksonville, N.C.	16.9	295
Elmira	16.4	296
Columbia, Mo.	16.2	297
San Angelo	16.1	298
Owensboro	16.0	299
Bismarck	15.6	300
Dubuque	15.3	301
Great Falls	15.3	301
Bloomington, Ind.	15.1	303
Pine Bluff	14.6	304
La Crosse	14.5	305
Bryan - College Station	14.4	306
St. Joseph	14.2	307
Victoria	14.0	308
Casper	13.8	309
Cheyenne	13.4	310
Jackson, Tenn.	12.7	311
Rapid City	12.7	311
Iowa City	12.6	313
Enid	11.5	314
Lawrence, Kans.	10.0	315
Grand Forks	9.9	316
Total Above Areas	**33,705.6**	
Percent of U.S.	**77.4432**	
U.S. Total	**43,523.0**	

SPANISH-ORIGIN POPULATION

Area	(Thous.)	Rank
Los Angeles - Long Beach	2,462.5	1
New York	1,562.1	2
Miami - Hialeah	729.4	3
San Antonio	608.2	4
Chicago	559.4	5
Houston	535.8	6
Riverside - San Bernardino	383.0	7
El Paso	368.3	8
Anaheim - Santa Ana	351.5	9
San Diego	347.3	10
McAllen - Edinburg - Mission	304.2	11
San Jose	271.7	12
Phoenix	242.0	13
Dallas	228.6	14
Oakland	222.6	15
Brownsville - Harlingen	204.5	16
Corpus Christi	199.8	17
San Francisco	191.9	18
Fresno	188.1	19
Albuquerque	173.4	20
Denver	172.7	21
Jersey City	163.0	22
Newark	145.0	23
Oxnard - Ventura	143.7	24
Sacramento	133.4	25
Tucson	133.4	25
Austin	132.6	27
Philadelphia	121.2	28
Bakersfield	112.0	29
Laredo	111.4	30
Nassau - Suffolk	110.9	31
Bergen - Passaic	102.5	32
Washington	99.3	33
Tampa - St. Petersburg - Clearwater	98.6	34
Fort Worth - Arlington	96.5	35
Salinas - Seaside - Monterey	94.7	36
Visalia - Tulare - Porterville	93.9	37
Boston - Lawrence - Salem - Lowell - Brockton	89.3	38
Stockton	84.9	39
Detroit	74.1	40
Santa Barbara - Santa Maria - Lompoc	67.2	41
Honolulu	58.7	42
Las Cruces	58.4	43
New Orleans	52.8	44
Salt Lake City - Ogden	50.9	45
Modesto	50.7	46
Lubbock	50.6	47
Santa Fe	49.3	48
Fort Lauderdale - Hollywood - Pompano Beach	48.8	49
Bridgeport - Stamford - Norwalk - Danbury	47.8	50
Total Top 50	**12,982.6**	
Hartford - New Britain - Middletown - Bristol	46.4	51
Middlesex - Somerset - Hunterdon	45.9	52
Gary - Hammond	45.6	53
Vallejo - Fairfield - Napa	42.9	54
Pueblo	41.0	55
Las Vegas	39.5	56
West Palm Beach - Boca Raton - Delray Beach	38.4	57
Santa Cruz	35.9	58
Kansas City	34.9	59
Odessa	34.1	60
Milwaukee	33.7	61
Orlando	32.9	62
Aurora - Elgin	32.5	63
Seattle	32.3	64
Brazoria	31.3	65
Galveston - Texas City	29.7	66
New Haven - Waterbury - Meriden	29.0	67
Killeen - Temple	28.0	68
Atlanta	27.9	69
Colorado Springs	27.6	70
Victoria	27.2	71
Monmouth - Ocean	26.7	72
Santa Rosa - Petaluma	26.3	73
Cleveland	25.7	74
Yakima	25.5	75
Portland, Ore.	25.1	76
Lake County, Ill.	24.9	77
Springfield, Mass.	24.5	78
St. Louis	23.8	79
Greeley	23.3	80
San Angelo	23.3	80
Minneapolis - St. Paul	23.0	82
Baltimore	22.6	83
Oklahoma City	22.1	84
Norfolk - Virginia Beach - Newport News	20.8	85
Rochester, N.Y.	20.8	85
Providence - Pawtucket - Woonsocket	19.4	87
Amarillo	18.8	88
Waco	18.7	89
Midland, Tex.	18.0	90
Joliet	17.1	91
Toledo	16.9	92
Saginaw - Bay City - Midland	16.8	93
Abilene	16.5	94
Allentown - Bethlehem	16.0	95
Jacksonville, Fla.	15.5	96
Beaumont - Port Arthur	15.2	97
Grand Rapids	15.0	98
Vineland - Millville - Bridgeton	14.8	99
Buffalo	14.7	100
Total Top 100	**14,311.1**	
Worcester - Fitchburg - Leominster	14.5	101
Lansing - East Lansing	14.0	102
Lorain - Elyria	13.4	103
Tacoma	13.2	104
Naples	13.1	105
Bryan - College Station	13.0	106
Yuba City	12.8	107
Davenport - Rock Island - Moline	12.7	108
Orange County, N.Y.	12.7	108
Omaha	12.5	110
Wichita	12.4	111
Trenton	12.3	112
Salem, Ore.	12.1	113
Boulder - Longmont	11.5	114
Lakeland - Winter Haven	11.5	114
Pittsburgh	11.1	116
Tulsa	11.0	117
Atlantic City	10.8	118
New Bedford - Fall River - Attleboro	10.8	118
Fort Collins - Loveland	10.2	120
Richland - Kennewick - Pasco	10.2	120
Reno	10.1	122
Chico	9.7	123
Fayetteville, N.C.	9.7	123
Lancaster	9.7	123
Albany - Schenectady - Troy	9.5	126
Wilmington, Del.	9.5	126
Baton Rouge	9.3	128
Reading	9.3	128
Wichita Falls	9.2	130
Indianapolis	9.0	131
Memphis	8.7	132
Columbus, Ohio	8.6	133
Charlotte - Gastonia - Rock Hill	8.1	134
Cincinnati	8.0	135
Flint	7.8	136
Fort Myers - Cape Coral	7.7	137
Rockford	7.5	138
Anchorage	7.2	139
Racine	7.2	139
Richmond - Petersburg	7.2	139
Charleston, S.C.	7.1	142
Cheyenne	7.1	142
Melbourne - Titusville - Palm Bay	6.9	144
Youngstown - Warren	6.7	145
Poughkeepsie	6.6	146
Dayton - Springfield	6.5	147
Lawton	6.5	147
Nashville	6.5	147
Harrisburg - Lebanon - Carlisle	6.4	150
Total Top 150	**14,800.2**	
Topeka	6.4	150
Gainesville	6.2	152
Greensboro - Winston-Salem - High Point	6.0	153
Syracuse	6.0	153
Provo - Orem	5.9	155
Augusta	5.8	156
Louisville	5.8	156
Birmingham	5.7	158
Columbus, Ga.	5.7	158
Eugene - Springfield	5.7	158
Columbia, S.C.	5.6	161
Pensacola	5.5	162
Shreveport	5.5	162
Des Moines	5.4	164
Tyler	5.4	164
Daytona Beach	5.3	166
Fort Pierce	5.2	167
Fort Wayne	5.2	167
New London - Norwich	5.1	169
Raleigh - Durham	5.1	169
Lafayette, La.	4.9	171
Spokane	4.8	172
Jacksonville, N.C.	4.7	173
Mobile	4.6	174
Redding	4.6	174
Boise	4.5	176
Greenville - Spartanburg	4.5	176
Ann Arbor	4.4	178
Medford	4.3	179
Bremerton	4.2	180
Clarksville - Hopkinsville	4.2	180
Little Rock - North Little Rock	4.1	182
Bradenton	4.0	183
Biloxi - Gulfport	3.9	184
Knoxville	3.9	184
Sarasota	3.9	184
Peoria	3.8	187
Longview - Marshall	3.7	188
Canton	3.6	189
South Bend - Mishawaka	3.6	189
Tallahassee	3.6	189
Akron	3.5	192
Houma - Thibodaux	3.5	192
Kenosha	3.5	192
Madison	3.4	195
York	3.4	195
Billings	3.3	197
Fort Walton Beach	3.2	198
Jackson, Miss.	3.2	198
Vancouver	3.2	198
Total Top 200	**15,030.7**	
Chattanooga	3.1	201
Lincoln	3.1	201
Scranton - Wilkes-Barre	3.1	201
Utica - Rome	3.1	201
Muskegon	2.9	205
Kalamazoo	2.8	206
Ocala	2.8	206
Olympia	2.8	206
Casper	2.7	209
Savannah	2.7	209
Champaign - Urbana - Rantoul	2.6	211
Macon - Warner Robins	2.6	211
Montgomery	2.6	211
Battle Creek	2.5	214
Manchester - Nashua	2.4	215
Lake Charles	2.3	216
Benton Harbor	2.2	217
Huntsville	2.2	217
Johnson City - Kingsport - Bristol	2.2	217
Lexington-Fayette	2.2	217
Bellingham	2.1	221
Erie	2.1	221
Binghamton	1.9	223
Jackson, Mich.	1.9	223
Portsmouth - Dover - Rochester	1.9	223
Elkhart - Goshen	1.8	226
Niagara Falls	1.8	226
Panama City	1.8	226
Alexandria, La.	1.7	229
Huntington - Ashland	1.7	229
Lawrence, Kans.	1.7	229
Sherman - Denison	1.7	229
Sioux City	1.7	229
Appleton - Oshkosh - Neenah	1.6	234
Athens	1.6	234
Hamilton - Middletown	1.6	234
Pascagoula	1.6	234
St. Joseph	1.6	234
Springfield, Mo.	1.6	234
Dothan	1.5	240
Texarkana	1.5	240
Albany, Ga.	1.4	242
Cedar Rapids	1.4	242
Charleston, W.Va.	1.4	242
Fort Smith	1.4	242
Kankakee	1.4	242
Lafayette - West Lafayette	1.4	242
Rapid City	1.4	242
Evansville	1.3	249
Great Falls	1.3	249
Total Top 250	**15,132.4**	
Monroe	1.3	249
Roanoke	1.3	249
Bloomington - Normal	1.2	253
Hickory	1.2	253
Johnstown	1.2	253
Springfield, Ill.	1.2	253
Tuscaloosa	1.2	253
Anniston	1.1	258
Beaver County, Pa.	1.1	258
Bloomington, Ind.	1.1	258
Columbia, Mo.	1.1	258
Glens Falls	1.1	258
Grand Forks	1.1	258
Lima	1.1	258
Portland, Me.	1.1	258
Asheville	1.0	266
Burlington, Vt.	1.0	266
Charlottesville	1.0	266
Fargo - Moorhead	1.0	266
Kokomo	1.0	266
Lynchburg	1.0	266
Mansfield	1.0	266
Sheboygan	1.0	266
Waterloo - Cedar Falls	1.0	266
Wheeling	1.0	266
Anderson, S.C.	.9	276
Duluth	.9	276
Elmira	.9	276
Fayetteville - Springdale	.9	276
Florence, S.C.	.9	276
Green Bay	.9	276
Iowa City	.9	276
Janesville - Beloit	.9	276
Joplin	.9	276
Terre Haute	.9	276
Wilmington, N.C.	.9	276
Anderson, Ind.	.8	287
Danville, Va.	.8	287
Decatur	.8	287
Enid	.8	287
Florence, Ala.	.8	287
Muncie	.8	287
Pittsfield	.8	287
State College	.8	287
Steubenville - Weirton	.8	287
Hagerstown	.7	296
Parkersburg - Marietta	.7	296
Pine Bluff	.7	296
St. Cloud	.7	296
Burlington, N.C.	.6	300
Dubuque	.5	301
Gadsden	.5	301
Jackson, Tenn.	.5	301
Lewiston - Auburn	.5	301
Rochester, Minn.	.5	301
Sioux Falls	.5	301
Altoona	.4	307
Bangor	.4	307
Cumberland	.4	307
Eau Claire	.4	307
La Crosse	.4	307
Owensboro	.4	307
Sharon	.4	307
Williamsport	.4	307
Bismarck	.3	315
Wausau	.3	315
Total Above Areas	**15,187.1**	
Percent of U.S.	**88.3104**	
U.S. Total	**17,197.4**	

CHILDREN UNDER 6 YEARS OLD

Area	(Thous.)	Rank
Los Angeles - Long Beach	722.1	1
New York	670.3	2
Chicago	540.6	3
Detroit	389.3	4
Philadelphia	384.3	5
Houston	330.5	6
Washington	271.1	7
Boston - Lawrence - Salem - Lowell - Brockton	260.7	8
St. Louis	217.2	9
Atlanta	216.5	10
Dallas	215.5	11
Nassau - Suffolk	204.7	12
Minneapolis - St. Paul	201.1	13
Riverside - San Bernardino	182.2	14
San Diego	178.3	15
Baltimore	177.8	16
Anaheim - Santa Ana	174.3	17
Phoenix	160.7	18
Salt Lake City - Ogden	156.1	19
Pittsburgh	155.5	20
Cleveland	153.2	21
Oakland	151.8	22
Newark	147.6	23
Denver	146.2	24
New Orleans	136.3	25
Seattle	136.1	26
Kansas City	135.1	27
Cincinnati	132.1	28
Miami - Hialeah	126.4	29
Milwaukee	124.5	30
San Antonio	123.8	31
Tampa - St. Petersburg - Clearwater	117.9	32
San Jose	117.1	33
Norfolk - Virginia Beach - Newport News	116.3	34
Columbus, Ohio	115.8	35
Indianapolis	111.2	36
Sacramento	108.0	37
Fort Worth - Arlington	106.7	38
Portland, Ore.	101.6	39
San Francisco	96.1	40
Oklahoma City	94.2	41
Memphis	91.5	42
Louisville	89.2	43
Bergen - Passaic	89.1	44
Charlotte - Gastonia - Rock Hill	87.1	45
Birmingham	84.1	46
Rochester, N.Y.	82.0	47
Dayton - Springfield	81.7	48
Honolulu	79.6	49
Nashville	78.1	50
Total Top 50	**9,169.2**	
Hartford - New Britain - Middletown - Bristol	76.8	51
Buffalo	75.3	52
Monmouth - Ocean	74.9	53
Jacksonville, Fla.	72.1	54
Tulsa	71.2	55
Greensboro - Winston-Salem - High Point	70.1	56
Fort Lauderdale - Hollywood - Pompano Beach	69.0	57
Orlando	67.7	58
Gary - Hammond	67.2	59
Albany - Schenectady - Troy	67.1	60
Middlesex - Somerset - Hunterdon	66.8	61
Richmond - Petersburg	65.2	62
Providence - Pawtucket - Woonsocket	64.8	63
El Paso	63.6	64
Grand Rapids	62.8	65
Omaha	60.6	66
Oxnard - Ventura	60.0	67
Austin	59.7	68
Baton Rouge	59.1	69
Fresno	58.7	70
Bridgeport - Stamford - Norwalk - Danbury	58.6	71
Toledo	57.8	72
New Haven - Waterbury - Meriden	57.3	73
Syracuse	56.7	74
Akron	55.3	75
Scranton - Wilkes-Barre	53.6	76
Tucson	53.2	77
Worcester - Fitchburg - Leominster	52.7	78
Greenville - Spartanburg	51.6	79
Bakersfield	51.1	80
Tacoma	50.9	81
Little Rock - North Little Rock	49.9	82
Allentown - Bethlehem	49.1	83
Mobile	48.7	84
Charleston, S.C.	48.5	85
Las Vegas	47.9	86
Raleigh - Durham	47.2	87
Knoxville	46.8	88
Provo - Orem	45.8	89
Harrisburg - Lebanon - Carlisle	45.5	90
Jersey City	45.5	90
McAllen - Edinburg - Mission	45.4	92
West Palm Beach - Boca Raton - Delray Beach	45.4	92
Wilmington, Del.	45.3	94
Youngstown - Warren	44.8	95
Lake County, Ill.	44.6	96
Albuquerque	44.1	97
Flint	43.7	98
Springfield, Mass.	43.3	99
Wichita	42.9	100
Total Top 100	**11,975.1**	
Joliet	42.1	101
Corpus Christi	41.1	102
Saginaw - Bay City - Midland	41.0	103
Jackson, Miss.	40.9	104
New Bedford - Fall River - Attleboro	40.4	105
Beaumont - Port Arthur	39.5	106
Lansing - East Lansing	39.0	107
Chattanooga	38.8	108
Davenport - Rock island - Moline	38.6	109
Columbia, S.C.	38.3	110
Stockton	38.2	111
Shreveport	37.4	112
Peoria	36.8	113
Augusta	36.5	114
Aurora - Elgin	36.2	115
Vallejo - Fairfield - Napa	36.2	115
Canton	36.1	117
Fort Wayne	36.1	117
Johnson City - Kingsport - Bristol	35.5	119
Lancaster	35.2	120
Des Moines	34.7	121
Salinas - Seaside - Monterey	33.5	122
Colorado Springs	33.4	123
Spokane	33.2	124
York	32.4	125
Brownsville - Harlingen	31.7	126
Visalia - Tulare - Porterville	31.6	127
Huntington - Ashland	31.4	128
Modesto	30.4	129
Fayetteville, N.C.	29.8	130
Lexington-Fayette	29.7	131
Pensacola	29.6	132
Lakeland - Winter Haven	29.3	133
Appleton - Oshkosh - Neenah	28.4	134
Montgomery	28.3	135
Santa Rosa - Petaluma	27.9	136
Lorain - Elyria	27.8	137
Killeen - Temple	27.4	138
Macon - Warner Robins	26.6	139
Utica - Rome	26.5	140
Anchorage	26.3	141
Erie	26.2	142
Madison	26.1	143
Rockford	26.0	144
Evansville	25.8	145
Orange County, N.Y.	25.8	145
Portsmouth - Dover - Rochester	25.8	145
Manchester - Nashua	25.7	148
Hamilton - Middletown	25.3	149
Salem, Ore.	24.7	150
Total Top 150	**13,600.3**	
Santa Barbara - Santa Maria - Lompoc	24.6	151
Eugene - Springfield	24.4	152
Charleston, W.Va.	24.2	153
Reading	24.1	154
Columbus, Ga.	23.3	155
Duluth	2[illegible]	155
Lubbock	23.3	155
Lafayette, La.	23.2	158
Savannah	23.2	158
Trenton	22.9	160
Johnstown	22.7	161
Houma - Thibodaux	22.5	162
Atlantic City	22.4	163
Melbourne - Titusville - Palm Bay	22.3	164
Brazoria	22.2	165
Vancouver	21.8	166
Ann Arbor	21.7	167
Galveston - Texas City	21.3	168
Binghamton	21.2	169
Boise	21.1	170
South Bend - Mishawaka	20.8	171
New London - Norwich	20.5	172
Poughkeepsie	20.3	173
Amarillo	20.1	174
Biloxi - Gulfport	20.0	175
Springfield, Mo.	19.2	176
Yakima	18.9	177
Daytona Beach	18.8	178
St. Cloud	18.7	179
Lake Charles	18.6	180
Tallahassee	18.6	180
Niagara Falls	18.4	182
Hickory	18.3	183
Kalamazoo	18.3	183
Huntsville	17.9	185
Green Bay	17.7	186
Portland, Me.	17.7	186
Richland - Kennewick - Pasco	17.6	188
Springfield, Ill.	17.6	188
Lincoln	17.4	190
Santa Cruz	17.4	190
Waco	17.1	192
Fort Myers - Cape Coral	17.0	193
Fort Smith	17.0	193
Longview - Marshall	17.0	193
Clarksville - Hopkinsville	16.9	196
Racine	16.8	197
Boulder - Longmont	16.5	198
Roanoke	16.4	199
Beaver County, Pa.	16.2	200
Total Top 200	**14,599.7**	
Bremerton	16.2	200
Lima	16.0	202
Reno	16.0	202
Waterloo - Cedar Falls	16.0	202
Benton Harbor	15.9	205
Cedar Rapids	15.9	205
Monroe	15.9	205
Odessa	15.8	208
Laredo	15.5	209
Gainesville	15.4	210
Muskegon	15.2	211
Alexandria, La.	15.1	212
Fort Collins - Loveland	15.0	213
Wheeling	15.0	213
Parkersburg - Marietta	14.7	215
Elkhart - Goshen	14.6	216
Fort Pierce	14.5	217
Topeka	14.4	218
Pascagoula	14.2	219
Tyler	14.2	219
Greeley	13.9	221
Champaign - Urbana - Rantoul	13.6	222
Fargo - Moorhead	13.5	223
Jackson, Mich.	13.5	223
Jacksonville, N.C.	13.4	225
Janesville - Beloit	13.4	225
Olympia	13.4	225
Albany, Ga.	13.3	228
Dothan	13.3	228
Anderson, S.C.	13.1	230
Steubenville - Weirton	13.1	230
Lawton	13.0	232
Tuscaloosa	12.9	233
Decatur	12.7	234
Battle Creek	12.6	235
Asheville	12.5	236
Chico	12.5	236
Sioux City	12.4	238
Vineland - Millville - Bridgeton	12.4	238
Billings	12.3	240
Eau Claire	12.3	240
Florence, S.C.	12.3	240
Abilene	12.2	243
Anderson, Ind.	12.2	243
Fort Walton Beach	12.2	243
Mansfield	12.2	243
Redding	12.2	243
Las Cruces	12.1	248
Medford	12.1	248
Ocala	12.1	248
Total Top 250	**15,287.9**	
Florence, Ala.	12.0	251
Texarkana	11.9	252
Athens	11.8	253
Pueblo	11.8	253
Altoona	11.7	255
Bangor	11.7	255
Lynchburg	11.7	255
Sioux Falls	11.7	255
Wichita Falls	11.7	255
Joplin	11.6	260
Wausau	11.6	260
Midland, Tex.	11.4	262
Sarasota	11.3	263
Yuba City	11.3	263
Anniston	11.2	265
Terre Haute	11.2	265
Bradenton	11.0	267
Kenosha	11.0	267
Bloomington - Normal	10.6	269
Kankakee	10.5	270
Pittsfield	10.3	271
Williamsport	10.3	271
Bellingham	10.2	273
Burlington, Vt.	10.2	273
Muncie	10.2	273
Panama City	10.1	276
Sharon	10.1	276
Glens Falls	10.0	278
Kokomo	10.0	278
Bismarck	9.8	280
Lafayette - West Lafayette	9.5	281
Santa Fe	9.5	281
Sheboygan	9.5	281
Bryan - College Station	9.4	284
Gadsden	9.4	284
Pine Bluff	9.3	286
Dubuque	9.2	287
Wilmington, N.C.	9.2	287
Rochester, Minn.	9.1	289
Charlottesville	9.0	290
Fayetteville - Springdale	9.0	290
Lewiston - Auburn	9.0	290
Danville, Va.	8.9	293
San Angelo	8.9	293
Victoria	8.8	295
Casper	8.6	296
Hagerstown	8.6	296
Owensboro	8.5	298
Rapid City	8.4	299
Columbia, Mo.	8.3	300
Elmira	8.3	300
Cumberland	8.1	302
Sherman - Denison	8.1	302
Great Falls	8.0	304
Naples	8.0	304
St. Joseph	7.9	306
La Crosse	7.8	307
Grand Forks	7.7	308
State College	7.5	309
Cheyenne	7.4	310
Jackson, Tenn.	7.1	311
Bloomington, Ind.	7.0	312
Burlington, N.C.	6.9	313
Enid	6.7	314
Iowa City	6.7	314
Lawrence, Kans.	5.4	316
Total Above Areas	**15,916.5**	
Percent of U.S.	**74.6199**	
U.S. Total	**21,330.1**	

CHILDREN 6 TO 17 YEARS OLD

Area	(Thous.)	Rank
New York	1,292.0	1
Los Angeles - Long Beach	1,285.0	2
Chicago	1,049.7	3
Philadelphia	822.4	4
Detroit	819.2	5
Boston - Lawrence - Salem - Lowell - Brockton	614.1	6
Washington	595.6	7
Houston	578.6	8
Nassau - Suffolk	509.3	9
Atlanta	442.2	10
St. Louis	427.0	11
Dallas	401.7	12
Baltimore	391.5	13
Minneapolis - St. Paul	390.7	14
Anaheim - Santa Ana	357.4	15
Pittsburgh	345.9	16
Newark	330.1	17
San Diego	321.2	18
Cleveland	317.1	19
Riverside - San Bernardino	315.6	20
Oakland	300.3	21
Phoenix	294.9	22
Denver	275.3	23
Seattle	267.9	24
Miami - Hialeah	263.3	25
Tampa - St. Petersburg - Clearwater	259.7	26
Kansas City	255.0	27
Cincinnati	252.3	28
New Orleans	246.7	29
Milwaukee	243.8	30
San Jose	236.9	31
San Antonio	231.1	32
Columbus, Ohio	220.5	33
Indianapolis	220.0	34
Norfolk - Virginia Beach - Newport News	215.9	35
Bergen - Passaic	206.5	36
Salt Lake City - Ogden	201.6	37
Fort Worth - Arlington	201.2	38
Sacramento	201.0	39
San Francisco	193.1	40
Charlotte - Gastonia - Rock Hill	186.6	41
Portland, Ore.	180.9	42
Hartford - New Britain - Middletown - Bristol	178.6	43
Rochester, N.Y.	177.2	44
Memphis	173.6	45
Louisville	172.1	46
Buffalo	169.9	47
Dayton - Springfield	164.8	48
Oklahoma City	163.4	49
Monmouth - Ocean	163.2	50
Total Top 50	**18,123.6**	
Middlesex - Somerset - Hunterdon	158.9	51
Birmingham	156.7	52
Greensboro - Winston-Salem - High Point	155.4	53
Nashville	153.4	54
Fort Lauderdale - Hollywood - Pompano Beach	151.7	55
Albany - Schenectady - Troy	146.5	56
Orlando	144.6	57
Bridgeport - Stamford - Norwalk - Danbury	144.1	58
Providence - Pawtucket - Woonsocket	143.4	59
Jacksonville, Fla.	141.5	60
Honolulu	137.4	61
Richmond - Petersburg	136.4	62
Tulsa	127.3	63
New Haven - Waterbury - Meriden	127.1	64
Gary - Hammond	121.9	65
Syracuse	118.4	66
Scranton - Wilkes-Barre	116.5	67
El Paso	115.3	68
Worcester - Fitchburg - Leominster	114.1	69
Oxnard - Ventura	113.7	70
Grand Rapids	113.6	71
Akron	112.9	72
Omaha	112.2	73
Toledo	108.1	74
Greenville - Spartanburg	106.6	75
Allentown - Bethlehem	105.6	76
Austin	105.0	77
Baton Rouge	104.0	78
Fresno	101.0	79
Knoxville	98.1	80
Raleigh - Durham	98.0	81
Tucson	97.7	82
Springfield, Mass.	96.5	83
Harrisburg - Lebanon - Carlisle	96.4	84
Wilmington, Del.	95.7	85
West Palm Beach - Boca Raton - Delray Beach	94.1	86
Las Vegas	91.9	87
Youngstown - Warren	90.2	88
Charleston, S.C.	89.6	89
Little Rock - North Little Rock	89.0	90
Mobile	88.9	91
Flint	88.7	92
Lake County, Ill.	88.5	93
Jersey City	87.5	94
New Bedford - Fall River - Attleboro	87.0	95
Tacoma	86.9	96
Saginaw - Bay City - Midland	83.4	97
Bakersfield	83.1	98
Albuquerque	82.1	99
McAllen - Edinburg - Mission	81.6	100
Total Top 100	**23,711.8**	
Johnson City - Kingsport - Bristol	77.7	101
Columbia, S.C.	77.1	102
Chattanooga	76.1	103
Joliet	76.1	103
Lansing - East Lansing	74.5	105
Jackson, Miss.	73.5	106
Canton	72.7	107
Corpus Christi	72.2	108
Beaumont - Port Arthur	71.7	109
Wichita	70.3	110
York	70.1	111
Davenport - Rock Island - Moline	69.2	112
Stockton	69.1	113
Augusta	69.0	114
Shreveport	66.0	115
Fort Wayne	65.9	116
Lancaster	65.9	116
Des Moines	65.5	118
Peoria	65.1	119
Vallejo - Fairfield - Napa	65.1	119
Aurora - Elgin	64.8	121
Lakeland - Winter Haven	61.2	122
Huntington - Ashland	60.5	123
Colorado Springs	60.4	124
Spokane	59.5	125
Pensacola	58.4	126
Utica - Rome	57.6	127
Brownsville - Harlingen	56.0	128
Appleton - Oshkosh - Neenah	55.2	129
Montgomery	55.1	130
Manchester - Nashua	54.6	131
Lorain - Elyria	54.1	132
Visalia - Tulare - Porterville	54.1	132
Melbourne - Titusville - Palm Bay	54.0	134
Portsmouth - Dover - Rochester	54.0	134
Lexington-Fayette	53.8	136
Modesto	53.3	137
Santa Rosa - Petaluma	53.3	137
Orange County, N.Y.	53.2	139
Salinas - Seaside - Monterey	52.9	140
Macon - Warner Robins	52.5	141
Rockford	52.4	142
Madison	51.7	143
Reading	51.4	144
Erie	51.2	145
Trenton	50.8	146
Atlantic City	48.5	147
Santa Barbara - Santa Maria - Lompoc	48.4	148
Evansville	48.0	149
Hamilton - Middletown	48.0	149
Total Top 150	**26,753.5**	
Fayetteville, N.C.	47.4	151
Poughkeepsie	47.3	152
Provo - Orem	47.2	153
Binghamton	47.0	154
Johnstown	44.8	155
Charleston, W.Va.	43.5	156
Columbus, Ga.	43.4	157
Duluth	42.7	158
Eugene - Springfield	42.7	158
Salem, Ore.	42.7	158
New London - Norwich	42.0	161
Savannah	41.6	162
Lafayette, La.	41.5	163
Anchorage	41.4	164
Daytona Beach	41.1	165
Houma - Thibodaux	40.5	166
South Bend - Mishawaka	39.9	167
Ann Arbor	39.6	168
Vancouver	39.4	169
Hickory	39.1	170
Huntsville	39.1	170
Galveston - Texas City	38.7	172
Niagara Falls	38.7	172
Lubbock	38.1	174
Portland, Me.	37.9	175
Killeen - Temple	37.6	176
Brazoria	37.4	177
Roanoke	36.9	178
Biloxi - Gulfport	36.8	179
Green Bay	35.5	180
Kalamazoo	35.4	181
Springfield, Mo.	35.3	182
Fort Myers - Cape Coral	35.0	183
Tallahassee	34.3	184
Boise	34.2	185
St. Cloud	34.0	186
Beaver County, Pa.	33.9	187
Lake Charles	33.7	188
Boulder - Longmont	33.3	189
Yakima	33.2	190
Racine	33.0	191
Springfield, Ill.	32.4	192
Amarillo	32.2	193
Fort Smith	32.1	194
Benton Harbor	31.8	195
Reno	31.6	196
Santa Cruz	31.0	197
Cedar Rapids	30.6	198
Wheeling	30.1	199
Longview - Marshall	29.9	200
Total Top 200	**28,642.0**	
Waco	29.7	201
Lincoln	29.4	202
Muskegon	29.3	203
Lima	29.2	204
Bremerton	28.5	205
Fort Pierce	28.5	205
Laredo	28.4	207
Parkersburg - Marietta	28.3	208
Richland - Kennewick - Pasco	28.2	209
Monroe	27.8	210
Gainesville	27.7	211
Waterloo - Cedar Falls	27.7	211
Alexandria, La.	27.4	213
Asheville	27.4	213
Sarasota	27.3	215
Jackson, Mich.	27.0	216
Fort Collins - Loveland	26.9	217
Steubenville - Weirton	26.9	217
Elkhart - Goshen	26.8	219
Ocala	26.8	219
Pascagoula	26.8	219
Vineland - Millville - Bridgeton	26.5	222
Topeka	26.3	223
Janesville - Beloit	26.2	224
Tyler	26.2	224
Clarksville - Hopkinsville	26.1	226
Anderson, S.C.	25.8	227
Florence, Ala.	25.4	228
Olympia	25.3	229
Anderson, Ind.	24.8	230
Odessa	24.7	231
Battle Creek	24.6	232
Lynchburg	24.6	232
Albany, Ga.	24.4	234
Bangor	24.3	235
Eau Claire	24.3	235
Greeley	24.3	235
Fort Walton Beach	24.0	238
Tuscaloosa	23.9	239
Redding	23.8	240
Dothan	23.7	241
Pittsfield	23.7	241
Mansfield	23.5	243
Altoona	23.3	244
Medford	23.2	245
Florence, S.C.	23.1	246
Decatur	23.0	247
Chico	22.8	248
Champaign - Urbana - Rantoul	22.6	249
Glens Falls	22.6	249
Total Top 250	**29,935.0**	
Joplin	22.5	251
Kenosha	22.5	251
Pueblo	22.5	251
Bradenton	22.3	254
Burlington, Vt.	22.3	254
Fargo - Moorhead	22.2	256
Athens	22.0	257
Las Cruces	21.9	258
Sharon	21.9	258
Texarkana	21.8	260
Anniston	21.7	261
Wausau	21.7	261
Muncie	21.2	263
Terre Haute	21.0	264
Billings	20.7	265
Lawton	20.6	266
Williamsport	20.6	266
Sioux Falls	20.4	268
Sioux City	20.3	269
Kokomo	19.9	270
Panama City	19.8	271
Yuba City	19.8	271
Hagerstown	19.7	273
Wilmington, N.C.	19.7	273
Kankakee	19.6	275
Wichita Falls	19.6	275
Abilene	19.5	277
Danville, Va.	19.5	277
Santa Fe	19.5	277
Dubuque	18.8	280
Gadsden	18.7	281
Midland, Tex.	18.4	282
Lewiston - Auburn	18.3	283
Bellingham	18.1	284
Bloomington - Normal	18.1	284
Sheboygan	18.0	286
Cumberland	17.8	287
Jacksonville, N.C.	17.8	287
Charlottesville	17.6	289
Burlington, N.C.	17.2	290
Lafayette - West Lafayette	17.1	291
Pine Bluff	17.1	291
Rochester, Minn.	17.1	291
Elmira	17.0	294
Fayetteville - Springdale	16.7	295
Bismarck	16.3	296
Owensboro	16.3	296
Naples	16.1	298
State College	16.0	299
San Angelo	15.6	300
Sherman - Denison	15.4	301
Victoria	14.9	302
La Crosse	14.8	303
Bryan - College Station	14.7	304
Columbia, Mo.	14.5	305
St. Joseph	14.1	306
Great Falls	13.9	307
Jackson, Tenn.	13.2	308
Rapid City	13.0	309
Bloomington, Ind.	12.9	310
Casper	12.9	310
Cheyenne	12.7	312
Iowa City	10.9	313
Grand Forks	10.6	314
Enid	10.3	315
Lawrence, Kans.	8.6	316
Total Above Areas	**31,113.2**	
Percent of U.S.	**75.2971**	
U.S. Total	**41,320.6**	

ONE-PERSON HOUSEHOLDS

Area	(Thous.)	Rank
New York	1,075.9	1
Los Angeles - Long Beach	807.1	2
Chicago	592.0	3
Philadelphia	433.7	4
Detroit	373.9	5
Boston - Lawrence - Salem - Lowell - Brockton	369.4	6
Washington	340.2	7
Houston	284.1	8
Pittsburgh	230.1	9
San Francisco	223.4	10
Minneapolis - St. Paul	220.7	11
St. Louis	215.6	12
Dallas	209.9	13
Tampa - St. Petersburg - Clearwater	206.9	14
Oakland	201.8	15
Cleveland	199.1	16
Atlanta	197.4	17
Seattle	191.7	18
Baltimore	190.7	19
San Diego	189.8	20
Denver	186.6	21
Miami - Hialeah	172.4	22
Phoenix	171.6	23
Anaheim - Santa Ana	171.5	24
Newark	154.8	25
Kansas City	141.7	26
Cincinnati	141.4	27
Milwaukee	140.4	28
Riverside - San Bernardino	139.6	29
Columbus, Ohio	136.7	30
Fort Lauderdale - Hollywood - Pompano Beach	133.7	31
Nassau - Suffolk	133.6	32
Sacramento	132.5	33
New Orleans	129.8	34
Portland, Ore.	123.2	35
San Jose	115.9	36
Bergen - Passaic	108.7	37
Indianapolis	104.6	38
Norfolk - Virginia Beach - Newport News	96.0	39
Oklahoma City	95.5	40
Hartford - New Britain - Middletown - Bristol	95.4	41
Dayton - Springfield	95.2	42
Buffalo	93.8	43
Rochester, N.Y.	92.0	44
Fort Worth - Arlington	91.2	45
Louisville	87.0	46
Monmouth - Ocean	85.9	47
Albany - Schenectady - Troy	85.2	48
Charlotte - Gastonia - Rock Hill	84.6	49
West Palm Beach - Boca Raton - Delray Beach	84.6	49
Total Top 50	**10,378.5**	
Providence - Pawtucket - Woonsocket	83.1	51
Birmingham	82.9	52
San Antonio	82.8	53
Greensboro - Winston-Salem - High Point	79.5	54
Nashville	75.2	55
Memphis	73.6	56
Scranton - Wilkes-Barre	73.4	57
Jacksonville, Fla.	73.2	58
Orlando	72.7	59
New Haven - Waterbury - Meriden	71.5	60
Tulsa	71.3	61
Austin	67.6	62
Middlesex - Somerset - Hunterdon	67.4	63
Richmond - Petersburg	66.9	64
Tucson	66.2	65
Bridgeport - Stamford - Norwalk - Danbury	64.4	66
Salt Lake City - Ogden	64.0	67
Akron	62.5	68
Toledo	62.4	69
Allentown - Bethlehem	61.0	70
Las Vegas	61.0	70
Omaha	59.9	72
Raleigh - Durham	59.8	73
Jersey City	59.7	74
Worcester - Fitchburg - Leominster	59.0	75
Syracuse	57.9	76
Harrisburg - Lebanon - Carlisle	56.9	77
Springfield, Mass.	54.2	78
Knoxville	53.5	79
Greenville - Spartanburg	52.6	80
Tacoma	50.8	81
Grand Rapids	50.1	82
Youngstown - Warren	47.1	83
Albuquerque	45.5	84
Honolulu	44.9	85
Des Moines	43.8	86
Fresno	43.8	86
Gary - Hammond	43.5	88
Wichita	43.2	89
Wilmington, Del.	42.2	90
Baton Rouge	41.8	91
Little Rock - North Little Rock	40.9	92
New Bedford - Fall River - Attleboro	40.6	93
Madison	39.9	94
Columbia, S.C.	39.0	95
Davenport - Rock Island - Moline	38.5	96
Mobile	38.5	96
Spokane	38.2	98
Flint	35.9	99
Chattanooga	35.8	100
Total Top 100	**13,318.7**	
Bakersfield	35.3	101
Daytona Beach	35.0	102
Johnson City - Kingsport - Bristol	35.0	102
Stockton	35.0	102
Oxnard - Ventura	34.8	105
Santa Rosa - Petaluma	34.5	106
Charleston, S.C.	34.4	107
Peoria	34.3	108
Lansing - East Lansing	34.2	109
Melbourne - Titusville - Palm Bay	33.4	110
Lexington-Fayette	33.2	111
Shreveport	33.2	111
Canton	33.1	113
York	32.8	114
Atlantic City	32.4	115
Colorado Springs	32.1	116
Lake County, Ill.	31.2	117
Reading	31.2	117
Vallejo - Fairfield - Napa	31.1	119
Saginaw - Bay City - Midland	31.0	120
Jackson, Miss.	30.7	121
Santa Barbara - Santa Maria - Lompoc	30.5	122
Sarasota	30.4	123
Beaumont - Port Arthur	29.4	124
Augusta	29.2	125
Lakeland - Winter Haven	29.2	125
Fort Wayne	29.1	127
Lancaster	29.0	128
Huntington - Ashland	28.5	129
Utica - Rome	28.3	130
Eugene - Springfield	28.2	131
Reno	27.6	132
Evansville	26.9	133
Appleton - Oshkosh - Neenah	26.8	134
Duluth	26.7	135
El Paso	26.5	136
Trenton	26.5	136
Charleston, W.Va.	26.2	138
Aurora - Elgin	26.1	139
Rockford	25.8	140
Ann Arbor	25.6	141
Fort Myers - Cape Coral	24.8	142
Pensacola	24.8	142
Binghamton	24.6	144
Erie	24.6	144
Montgomery	24.5	146
Manchester - Nashua	24.4	147
Springfield, Ill.	24.1	148
Portsmouth - Dover - Rochester	23.7	149
Modesto	23.6	150
Total Top 150	**14,692.2**	
Salinas - Seaside - Monterey	23.2	151
Lincoln	23.1	152
Joliet	22.8	153
Johnstown	22.7	154
Portland, Me.	22.6	155
Salem, Ore.	22.5	156
South Bend - Mishawaka	22.2	157
Corpus Christi	22.0	158
Boulder - Longmont	21.9	159
Hamilton - Middletown	21.4	160
Roanoke	21.4	160
Santa Cruz	21.3	162
Lorain - Elyria	21.2	163
New London - Norwich	21.2	163
Springfield, Mo.	21.0	165
Macon - Warner Robins	20.9	166
Anchorage	20.7	167
Poughkeepsie	20.3	168
Kalamazoo	19.8	169
Tallahassee	19.6	170
Niagara Falls	19.1	171
Savannah	19.0	172
Champaign - Urbana - Rantoul	18.9	173
Huntsville	18.9	173
Wheeling	18.7	175
Cedar Rapids	18.6	176
Bradenton	18.4	177
Lubbock	18.4	177
Orange County, N.Y.	18.4	177
Topeka	18.2	180
Gainesville	18.0	181
Amarillo	17.9	182
Columbus, Ga.	17.9	182
Green Bay	17.9	182
Fort Pierce	17.5	185
Vancouver	17.3	186
Visalia - Tulare - Porterville	17.3	186
Chico	17.2	188
Galveston - Texas City	17.2	188
Lafayette, La.	17.1	190
Asheville	16.9	191
Boise	16.9	191
Biloxi - Gulfport	16.6	193
Hickory	16.4	194
Waco	16.4	194
Beaver County, Pa.	15.9	196
Fort Collins - Loveland	15.3	197
Fayetteville, N.C.	15.1	198
Pittsfield	15.1	198
Waterloo - Cedar Falls	15.1	198
Total Top 200	**15,648.5**	
Fargo - Moorhead	14.9	201
Yakima	14.7	202
Racine	14.6	203
Fort Smith	14.4	204
Bremerton	14.3	205
Benton Harbor	14.2	206
Killeen - Temple	14.0	207
Ocala	13.8	208
Sioux Falls	13.8	208
Steubenville - Weirton	13.8	208
Decatur	13.6	211
Olympia	13.6	211
Longview - Marshall	13.5	213
Parkersburg - Marietta	13.4	214
Lima	13.3	215
Billings	13.2	216
Lake Charles	13.2	216
Terre Haute	13.0	218
Tuscaloosa	12.9	219
Battle Creek	12.8	220
Janesville - Beloit	12.8	220
Bloomington - Normal	12.7	222
McAllen - Edinburg - Mission	12.7	222
Muskegon	12.6	224
Altoona	12.4	225
Joplin	12.4	225
Pueblo	12.4	225
Richland - Kennewick - Pasco	12.4	225
Mansfield	12.3	229
Sioux City	12.0	230
Medford	11.9	231
Monroe	11.9	231
Redding	11.9	231
Anderson, S.C.	11.8	234
Athens	11.8	234
Charlottesville	11.8	234
Florence, Ala.	11.8	234
Alexandria, La.	11.7	238
Eau Claire	11.7	238
Tyler	11.7	238
Anderson, Ind.	11.5	241
Lynchburg	11.4	242
Naples	11.4	242
Kenosha	11.3	244
Jackson, Mich.	11.2	245
Lafayette - West Lafayette	11.2	245
Houma - Thibodaux	11.1	247
Burlington, Vt.	11.0	248
Odessa	11.0	248
Sharon	11.0	248
Total Top 250	**16,275.3**	
Iowa City	10.9	251
Greeley	10.8	252
Wichita Falls	10.8	252
Bellingham	10.7	254
Bloomington, Ind.	10.7	254
Brazoria	10.7	254
Elkhart - Goshen	10.7	254
Santa Fe	10.7	254
Brownsville - Harlingen	10.6	259
Columbia, Mo.	10.6	259
Williamsport	10.5	261
Anniston	10.4	262
Muncie	10.4	262
St. Cloud	10.3	264
Wilmington, N.C.	10.2	265
Bangor	10.0	266
Bryan - College Station	10.0	266
Texarkana	10.0	266
Abilene	9.9	269
Vineland - Millville - Bridgeton	9.9	269
Fort Walton Beach	9.8	271
Cumberland	9.7	272
Dothan	9.6	273
State College	9.6	273
Hagerstown	9.5	275
Kankakee	9.5	275
Panama City	9.4	277
Clarksville - Hopkinsville	9.2	278
Lewiston - Auburn	9.2	278
Yuba City	9.2	278
La Crosse	9.1	281
Wausau	9.1	281
Glens Falls	9.0	283
Great Falls	9.0	283
Sherman - Denison	9.0	283
Fayetteville - Springdale	8.9	286
Rochester, Minn.	8.9	286
Gadsden	8.8	288
Kokomo	8.8	288
Burlington, N.C.	8.7	290
Sheboygan	8.7	290
Danville, Va.	8.6	292
St. Joseph	8.5	293
Elmira	8.3	294
Florence, S.C.	8.3	294
Provo - Orem	8.3	294
Las Cruces	8.2	297
Midland, Tex.	8.2	297
San Angelo	8.2	297
Owensboro	8.1	300
Dubuque	8.0	301
Pascagoula	7.8	302
Cheyenne	7.7	303
Albany, Ga.	7.4	304
Bismarck	7.4	304
Lawrence, Kans.	7.2	306
Lawton	7.2	306
Casper	7.1	308
Rapid City	7.0	309
Jackson, Tenn.	6.9	310
Pine Bluff	6.7	311
Enid	6.6	312
Grand Forks	5.9	313
Jacksonville, N.C.	5.8	314
Victoria	4.9	315
Laredo	4.4	316
Total Above Areas	**16,890.3**	
Percent of U.S.	**78.2880**	
U.S. Total	**21,601.6**	

HOUSEHOLDS

Area	(Thous.)	Rank
New York	3,312.1	1
Los Angeles - Long Beach	2,884.2	2
Chicago	2,203.6	3
Philadelphia	1,733.8	4
Detroit	1,576.7	5
Boston - Lawrence - Salem - Lowell - Brockton	1,357.5	6
Washington	1,261.6	7
Houston	1,141.6	8
Atlanta	870.0	9
St. Louis	866.4	10
Nassau - Suffolk	862.3	11
Pittsburgh	839.4	12
Minneapolis - St. Paul	827.7	13
Dallas	825.8	14
Baltimore	815.6	15
San Diego	766.5	16
Tampa - St. Petersburg - Clearwater	763.2	17
Anaheim - Santa Ana	749.3	18
Oakland	726.3	19
Cleveland	707.0	20
Seattle	676.3	21
Phoenix	669.1	22
Newark	668.9	23
Riverside - San Bernardino	651.7	24
Miami - Hialeah	651.0	25
Denver	638.3	26
San Francisco	638.1	27
Kansas City	552.0	28
Milwaukee	523.1	29
Cincinnati	519.0	30
New Orleans	487.5	31
Sacramento	486.1	32
San Jose	485.9	33
Columbus, Ohio	483.9	34
Fort Lauderdale - Hollywood - Pompano Beach	478.3	35
Bergen - Passaic	470.1	36
Portland, Ore.	445.0	37
Indianapolis	438.4	38
Norfolk - Virginia Beach - Newport News	420.8	39
Fort Worth - Arlington	413.4	40
San Antonio	394.9	41
Hartford - New Britain - Middletown - Bristol	387.8	42
Charlotte - Gastonia - Rock Hill	376.6	43
Oklahoma City	369.7	44
Buffalo	364.6	45
Rochester, N.Y.	362.8	46
Louisville	353.2	47
Dayton - Springfield	351.6	48
Monmouth - Ocean	347.2	49
Birmingham	342.7	50
Total Top 50	**30,538.4**	
Salt Lake City - Ogden	334.3	51
Greensboro - Winston-Salem - High Point	334.0	52
Nashville	328.5	53
Memphis	325.8	54
Middlesex - Somerset - Hunterdon	320.1	55
Albany - Schenectady - Troy	319.6	56
Providence - Pawtucket - Woonsocket	318.4	57
Orlando	310.4	58
West Palm Beach - Boca Raton - Delray Beach	298.8	59
Jacksonville, Fla.	292.4	60
Bridgeport - Stamford - Norwalk - Danbury	290.2	61
Richmond - Petersburg	283.6	62
New Haven - Waterbury - Meriden	282.4	63
Tulsa	281.0	64
Scranton - Wilkes-Barre	278.3	65
Honolulu	253.8	66
Allentown - Bethlehem	247.7	67
Austin	245.8	68
Akron	241.0	69
Worcester - Fitchburg - Leominster	238.6	70
Tucson	236.3	71
Syracuse	234.1	72
Raleigh - Durham	229.3	73
Toledo	229.0	74
Omaha	227.0	75
Knoxville	224.0	76
Greenville - Spartanburg	222.1	77
Grand Rapids	222.0	78
Harrisburg - Lebanon - Carlisle	218.6	79
Gary - Hammond	216.6	80
Las Vegas	214.7	81
Springfield, Mass.	211.3	82
Jersey City	209.8	83
Fresno	201.7	84
Oxnard - Ventura	199.2	85
Tacoma	194.5	86
Youngstown - Warren	190.7	87
Wilmington, Del.	189.3	88
Baton Rouge	188.8	89
Little Rock - North Little Rock	180.6	90
New Bedford - Fall River - Attleboro	177.4	91
Albuquerque	176.1	92
Mobile	167.6	93
Wichita	163.8	94
Johnson City - Kingsport - Bristol	163.4	95
Bakersfield	162.3	96
Charleston, S.C.	162.0	97
Chattanooga	158.8	98
El Paso	158.8	99
Flint	157.9	100
Total Top 100	**51,200.0**	
Lake County, Ill.	154.6	101
Columbia, S.C.	154.2	102
Des Moines	150.4	103
Lansing - East Lansing	148.9	104
Canton	147.3	105
York	147.3	105
Davenport - Rock Island - Moline	146.0	107
Saginaw - Bay City - Midland	145.1	108
Stockton	143.2	109
Beaumont - Port Arthur	139.8	110
Spokane	137.9	111
Lancaster	136.7	112
Peoria	136.7	112
Jackson, Miss.	136.6	114
Vallejo - Fairfield - Napa	134.9	115
Madison	131.9	116
Melbourne - Titusville - Palm Bay	131.1	117
Lakeland - Winter Haven	130.9	118
Santa Rosa - Petaluma	130.9	118
Shreveport	130.8	120
Augusta	129.7	121
Daytona Beach	127.8	122
Fort Wayne	127.6	123
Colorado Springs	126.5	124
Joliet	124.9	125
Huntington - Ashland	124.5	126
Reading	123.2	127
Lexington-Fayette	122.3	128
Santa Barbara - Santa Maria - Lompoc	120.1	129
Aurora - Elgin	118.0	130
Atlantic City	117.3	131
Corpus Christi	115.6	132
Pensacola	115.3	133
Utica - Rome	114.4	134
Trenton	111.0	135
Sarasota	108.9	136
Appleton - Oshkosh - Neenah	108.1	137
Portsmouth - Dover - Rochester	108.0	138
Salinas - Seaside - Monterey	107.6	139
Modesto	107.2	140
Evansville	106.7	141
Fort Myers - Cape Coral	106.5	142
Manchester - Nashua	106.4	143
Charleston, W.Va.	104.2	144
Eugene - Springfield	104.2	144
Montgomery	103.9	146
Rockford	103.8	147
Erie	102.9	148
Duluth	98.2	149
Ann Arbor	97.6	150
Total Top 150	**57,457.8**	
Binghamton	97.6	150
Macon - Warner Robins	96.7	152
Hamilton - Middletown	95.9	153
Johnstown	95.8	154
Lorain - Elyria	95.2	155
Salem, Ore.	93.5	156
Visalia - Tulare - Porterville	92.0	157
McAllen - Edinburg - Mission	91.6	158
Orange County, N.Y.	91.3	159
Reno	90.3	160
Poughkeepsie	88.6	161
New London - Norwich	88.0	162
South Bend - Mishawaka	87.2	162
Portland, Me.	84.4	164
Anchorage	83.8	165
Springfield, Mo.	83.5	166
Roanoke	83.3	167
Fayetteville, N.C.	82.9	168
Boulder - Longmont	82.7	169
Santa Cruz	82.5	170
Savannah	82.0	171
Columbus, Ga.	80.9	172
Niagara Falls	79.8	173
Lincoln	79.1	174
Lubbock	78.7	175
Kalamazoo	78.6	176
Hickory	78.0	177
Springfield, Ill.	77.9	178
Vancouver	77.1	179
Fort Pierce	76.9	180
Huntsville	76.7	181
Galveston - Texas City	76.6	182
Tallahassee	75.8	183
Killeen - Temple	74.6	184
Lafayette, La.	74.6	184
Beaver County, Pa.	73.6	186
Bradenton	72.9	187
Amarillo	72.4	188
Boise	72.0	189
Gainesville	70.3	190
Wheeling	69.7	191
Provo - Orem	69.0	192
Biloxi - Gulfport	68.9	193
Brownsville - Harlingen	67.8	194
Waco	67.3	195
Green Bay	66.6	196
Yakima	66.4	197
Cedar Rapids	66.2	198
Fort Collins - Loveland	65.7	199
Chico	65.4	200
Total Top 200	**61,445.9**	
Brazoria	65.2	201
Asheville	64.8	202
Fort Smith	64.0	203
Houma - Thibodaux	62.4	204
Racine	62.4	204
Topeka	62.2	206
Bremerton	61.7	207
Lake Charles	61.5	208
Ocala	61.5	208
Champaign - Urbana - Rantoul	61.0	210
Benton Harbor	60.6	211
Longview - Marshall	60.4	212
Waterloo - Cedar Falls	59.0	213
Parkersburg - Marietta	58.6	214
Steubenville - Weirton	57.7	215
Lima	56.3	216
Richland - Kennewick - Pasco	56.3	216
Muskegon	55.3	218
St. Cloud	54.8	219
Olympia	54.4	220
Pittsfield	54.3	221
Tyler	53.6	222
Anderson, S.C.	53.1	223
Fargo - Moorhead	53.1	223
Florence, Ala.	52.0	225
Jackson, Mich.	51.7	226
Medford	51.6	227
Janesville - Beloit	51.5	228
Tuscaloosa	51.5	228
Battle Creek	51.3	230
Elkhart - Goshen	51.2	231
Redding	51.2	231
Altoona	50.9	233
Monroe	50.8	234
Clarksville - Hopkinsville	50.2	235
Athens	50.1	236
Decatur	50.1	236
Joplin	49.8	238
Greeley	49.7	239
Alexandria, La.	49.4	240
Lynchburg	49.2	241
Odessa	49.2	241
Terre Haute	49.1	243
Anderson, Ind.	48.9	244
Eau Claire	48.7	245
Mansfield	48.1	246
Bangor	47.5	247
Vineland - Millville - Bridgeton	47.3	248
Pueblo	47.2	249
Billings	47.0	250
Total Top 250	**64,196.2**	
Sharon	46.8	251
Naples	46.3	252
Fort Walton Beach	46.1	253
Sioux Falls	46.1	253
Dothan	45.3	255
Bloomington - Normal	45.0	256
Kenosha	45.0	256
Sioux City	44.6	258
Burlington, Vt.	44.4	259
Wichita Falls	44.3	260
Williamsport	44.1	261
Muncie	44.0	262
Bellingham	43.4	263
Anniston	43.3	264
Texarkana	43.3	264
Pascagoula	42.5	266
Abilene	42.3	267
Charlottesville	42.3	267
Lafayette - West Lafayette	42.3	267
Wilmington, N.C.	42.1	270
Hagerstown	41.7	271
Panama City	41.0	272
Wausau	40.9	273
Florence, S.C.	40.3	274
Yuba City	40.2	275
Danville, Va.	40.0	276
Glens Falls	40.0	276
Bryan - College Station	39.8	278
Cumberland	39.4	279
Gadsden	39.1	280
Albany, Ga.	39.0	281
Fayetteville - Springdale	38.9	282
State College	38.9	282
Santa Fe	38.5	284
Columbia, Mo.	38.3	285
Kokomo	38.0	286
Midland, Tex.	37.8	287
Las Cruces	37.7	288
Burlington, N.C.	37.4	289
Lawton	37.3	290
Sheboygan	37.0	291
Kankakee	36.8	292
Lewiston - Auburn	36.6	293
Sherman - Denison	36.2	294
Bloomington, Ind.	35.7	295
Rochester, Minn.	35.1	296
Elmira	34.5	297
La Crosse	34.3	298
San Angelo	34.3	298
Jacksonville, N.C.	34.1	300
Iowa City	33.3	301
St. Joseph	32.1	302
Owensboro	32.0	303
Dubuque	31.9	304
Bismarck	31.6	305
Great Falls	31.1	306
Laredo	30.6	307
Pine Bluff	30.5	308
Casper	28.5	309
Jackson, Tenn.	28.2	310
Rapid City	28.2	310
Cheyenne	27.9	312
Victoria	26.1	313
Enid	25.5	314
Lawrence, Kans.	25.3	315
Grand Forks	23.4	316
Total Above Areas	**66,644.7**	
Percent of U.S.	**76.6478**	
U.S. Total	**86,956.6**	

HOUSEHOLDS WITH EBI OF $50,000 AND OVER

Area	(Thous.)	Rank
Los Angeles - Long Beach	541.7	1
New York	517.5	2
Chicago	430.6	3
Washington	362.8	4
Nassau - Suffolk	300.5	5
Boston - Lawrence - Salem - Lowell - Brockton	299.3	6
Philadelphia	278.5	7
Detroit	245.7	8
Houston	225.5	9
Anaheim - Santa Ana	208.4	10
Newark	179.1	11
Minneapolis - St. Paul	166.0	12
Oakland	163.6	13
Dallas	162.1	14
San Francisco	149.1	15
San Jose	147.1	16
Atlanta	144.6	17
Bergen - Passaic	137.6	18
St. Louis	133.0	19
Seattle	124.8	20
San Diego	124.0	21
Denver	109.2	22
Bridgeport - Stamford - Norwalk - Danbury	103.7	23
Baltimore	101.1	24
Kansas City	96.3	25
Pittsburgh	96.0	26
Middlesex - Somerset - Hunterdon	94.2	27
Cleveland	91.2	28
Hartford - New Britain - Middletown - Bristol	89.5	29
Miami - Hialeah	86.1	30
Monmouth - Ocean	81.3	31
Riverside - San Bernardino	79.9	32
Tampa - St. Petersburg - Clearwater	73.2	33
Fort Worth - Arlington	73.1	34
Phoenix	72.9	35
Milwaukee	70.7	36
Fort Lauderdale - Hollywood - Pompano Beach	66.6	37
Cincinnati	66.5	38
Rochester, N.Y.	63.7	39
New Haven - Waterbury - Meriden	61.0	40
Sacramento	60.8	41
Honolulu	59.3	42
New Orleans	58.4	43
Indianapolis	53.8	44
Columbus, Ohio	51.6	45
Portland, Ore.	51.5	46
Oxnard - Ventura	50.5	47
Oklahoma City	49.6	48
West Palm Beach - Boca Raton - Delray Beach	49.5	49
San Antonio	49.4	50
Total Top 50	**7,166.4**	
Norfolk - Virginia Beach - Newport News	49.0	51
Lake County, Ill.	45.6	52
Albany - Schenectady - Troy	43.9	53
Nashville	42.3	54
Providence - Pawtucket - Woonsocket	42.3	54
Buffalo	42.0	56
Omaha	42.0	56
Dayton - Springfield	40.7	58
Louisville	40.6	59
Austin	39.6	60
Richmond - Petersburg	39.5	61
Charlotte - Gastonia - Rock Hill	37.1	62
Syracuse	37.1	62
Orlando	36.2	64
Wilmington, Del.	36.1	65
Wichita	35.8	66
Worcester - Fitchburg - Leominster	35.8	66
Tulsa	35.0	68
Memphis	34.8	69
Greensboro - Winston-Salem - High Point	32.8	70
Jacksonville, Fla.	32.4	71
Salt Lake City - Ogden	31.3	72
Allentown - Bethlehem	30.5	73
Grand Rapids	30.2	74
Raleigh - Durham	29.6	75
Birmingham	28.8	76
Anchorage	28.0	77
Baton Rouge	26.3	78
Harrisburg - Lebanon - Carlisle	26.3	78
Trenton	26.1	80
Akron	25.4	81
Toledo	25.2	82
Fresno	24.7	83
Jersey City	24.4	84
Springfield, Mass.	23.8	85
Peoria	23.4	86
Lansing - East Lansing	22.1	87
Beaumont - Port Arthur	22.0	88
Las Vegas	22.0	88
Bakersfield	21.7	90
Aurora - Elgin	21.5	91
Davenport - Rock Island - Moline	21.4	92
Santa Rosa - Petaluma	21.2	93
Youngstown - Warren	21.2	93
Santa Barbara - Santa Maria - Lompoc	20.9	95
Des Moines	20.3	96
Knoxville	20.2	97
Gary - Hammond	20.1	98
Manchester - Nashua	20.1	98
Joliet	19.9	100
Total Top 100	**8,685.6**	
Little Rock - North Little Rock	19.5	101
Portsmouth - Dover - Rochester	19.1	102
Poughkeepsie	19.0	103
Vallejo - Fairfield - Napa	18.9	104
Albuquerque	18.6	105
New London - Norwich	18.5	106
Scranton - Wilkes-Barre	17.8	107
New Bedford - Fall River - Attleboro	17.6	108
Tucson	17.1	109
Ann Arbor	17.0	110
Columbia, S.C.	16.5	111
Saginaw - Bay City - Midland	16.5	111
Madison	16.3	113
Flint	15.9	114
Santa Cruz	15.9	114
Jackson, Miss.	15.6	116
Salinas - Seaside - Monterey	15.5	117
Mobile	15.4	118
Shreveport	15.2	119
El Paso	14.9	120
Lexington-Fayette	14.8	121
Brazoria	14.7	122
Lancaster	14.7	122
Lincoln	14.6	124
Atlantic City	14.2	125
Stockton	14.0	126
York	14.0	126
Corpus Christi	13.8	128
Binghamton	13.7	129
Greenville - Spartanburg	13.7	129
Orange County, N.Y.	13.4	131
Galveston - Texas City	13.3	132
Boulder - Longmont	13.1	133
Tacoma	12.8	134
Rockford	12.7	135
Pensacola	12.6	136
Canton	12.4	137
Kalamazoo	12.4	137
Fort Wayne	12.3	139
Huntsville	12.3	139
Chattanooga	12.2	141
Reading	12.2	141
Macon - Warner Robins	12.0	143
Colorado Springs	11.9	144
Topeka	11.9	144
Augusta	11.4	146
Daytona Beach	11.4	146
Appleton - Oshkosh - Neenah	11.0	148
Lorain - Elyria	11.0	148
Modesto	11.0	148
Total Top 150	**9,411.9**	
Evansville	10.9	151
Sarasota	10.9	151
Lafayette, La.	10.8	153
Richland - Kennewick - Pasco	10.8	153
Charleston, S.C.	10.6	155
Johnson City - Kingsport - Bristol	10.5	156
Reno	10.4	157
Utica - Rome	10.4	157
Fort Myers - Cape Coral	10.3	159
Charleston, W.Va.	10.2	160
Hamilton - Middletown	10.2	160
Melbourne - Titusville - Palm Bay	10.0	162
Erie	9.8	163
Amarillo	9.4	164
Savannah	9.4	164
Midland, Tex.	9.2	166
Portland, Me.	9.1	167
Lakeland - Winter Haven	8.9	168
Beaver County, Pa.	8.8	169
Montgomery	8.8	169
Niagara Falls	8.7	171
Tyler	8.6	172
Boise	8.3	173
Springfield, Ill.	8.2	174
South Bend - Mishawaka	8.1	175
Spokane	8.0	176
Duluth	7.9	177
Odessa	7.9	177
Cedar Rapids	7.8	179
Lubbock	7.7	180
Vancouver	7.7	180
Longview - Marshall	7.6	182
Roanoke	7.6	182
Springfield, Mo.	7.6	182
Racine	7.5	185
Tallahassee	7.5	185
Fargo - Moorhead	7.3	187
Sioux Falls	7.3	187
Waterloo - Cedar Falls	7.3	187
Kenosha	7.2	190
Houma - Thibodaux	7.1	191
Bloomington - Normal	7.0	192
Gainesville	7.0	192
Huntington - Ashland	7.0	192
Pittsfield	7.0	192
Champaign - Urbana - Rantoul	6.8	196
Jackson, Mich.	6.8	196
Lake Charles	6.8	196
Santa Fe	6.7	199
Waco	6.7	199
Total Top 200	**9,836.0**	
Killeen - Temple	6.5	201
Benton Harbor	6.4	202
Bremerton	6.4	202
Decatur	6.4	202
Burlington, Vt.	6.3	205
Eugene - Springfield	6.3	205
Green Bay	6.3	205
Fort Collins - Loveland	6.2	208
Bryan - College Station	6.1	209
Grand Forks	6.1	209
Rochester, Minn.	5.9	211
Bradenton	5.8	212
Columbia, Mo.	5.8	212
Fort Pierce	5.8	212
McAllen - Edinburg - Mission	5.8	212
Olympia	5.8	212
Battle Creek	5.7	217
Bismarck	5.7	217
Kokomo	5.6	219
Charlottesville	5.5	220
Columbus, Ga.	5.4	221
Naples	5.4	221
Biloxi - Gulfport	5.2	223
Fayetteville, N.C.	5.2	223
Janesville - Beloit	5.2	223
Lynchburg	5.2	223
Vineland - Millville - Bridgeton	5.2	223
Muskegon	5.1	228
St. Cloud	5.1	228
Hickory	5.0	230
Anderson, Ind.	4.9	231
Iowa City	4.9	231
Brownsville - Harlingen	4.7	233
Casper	4.7	233
Wichita Falls	4.7	233
Elkhart - Goshen	4.6	236
Fort Smith	4.6	236
Fort Walton Beach	4.6	236
Salem, Ore.	4.5	239
Billings	4.4	240
San Angelo	4.4	240
Visalia - Tulare - Porterville	4.4	240
Lima	4.3	243
Abilene	4.2	244
Alexandria, La.	4.2	244
Chico	4.2	244
Lafayette - West Lafayette	4.2	244
Asheville	4.1	248
Johnstown	4.1	248
Monroe	4.1	248
Total Top 250	**10,097.2**	
Rapid City	4.1	248
Sherman - Denison	4.1	248
Wheeling	4.1	248
Yakima	4.1	248
Lawton	4.0	255
Muncie	4.0	255
Pascagoula	4.0	255
Parkersburg - Marietta	3.9	258
Athens	3.8	259
Sheboygan	3.8	259
Glens Falls	3.7	261
La Crosse	3.7	261
Lawrence, Kans.	3.7	261
Sioux City	3.7	261
Terre Haute	3.6	265
Bangor	3.5	266
Eau Claire	3.5	266
Greeley	3.5	266
Kankakee	3.5	266
Pueblo	3.5	266
Steubenville - Weirton	3.5	266
Bellingham	3.4	272
Mansfield	3.4	272
State College	3.4	272
Victoria	3.4	272
Cheyenne	3.2	276
Joplin	3.2	276
Ocala	3.2	276
Provo - Orem	3.2	276
Albany, Ga.	3.1	280
Clarksville - Hopkinsville	3.1	280
Redding	3.1	280
St. Joseph	3.1	280
Sharon	3.1	280
Tuscaloosa	3.1	280
Wausau	3.1	280
Bloomington, Ind.	3.0	287
Texarkana	3.0	287
Las Cruces	2.9	289
Wilmington, N.C.	2.9	289
Dubuque	2.8	291
Elmira	2.8	291
Enid	2.8	291
Anderson, S.C.	2.7	294
Danville, Va.	2.7	294
Florence, Ala.	2.7	294
Owensboro	2.6	297
Williamsport	2.6	297
Burlington, N.C.	2.5	299
Hagerstown	2.5	299
Medford	2.5	299
Altoona	2.4	302
Fayetteville - Springdale	2.4	302
Lewiston - Auburn	2.4	302
Yuba City	2.4	302
Dothan	2.3	306
Great Falls	2.2	307
Pine Bluff	2.2	307
Jackson, Tenn.	2.1	309
Anniston	2.0	310
Cumberland	2.0	310
Florence, S.C.	2.0	310
Laredo	1.9	313
Panama City	1.8	314
Gadsden	1.6	315
Jacksonville, N.C.	.7	316
Total Above Areas	**10,296.0**	
Percent of U.S.	**88.3246**	
U.S. Total	**11,657.0**	

S&MM METRO MARKET RANKING

EFFECTIVE BUYING INCOME (EBI)

Area	($000)	Rank
New York	98,930,844	1
Los Angeles - Long Beach	95,434,471	2
Chicago	75,035,335	3
Philadelphia	54,975,694	4
Washington	50,510,907	5
Detroit	49,779,274	6
Boston - Lawrence - Salem - Lowell - Brockton	48,207,991	7
Houston	39,853,435	8
Nassau - Suffolk	38,468,030	9
Anaheim - Santa Ana	29,712,443	10
Minneapolis - St. Paul	29,302,767	11
Dallas	28,632,648	12
Atlanta	28,038,678	13
St. Louis	27,412,159	14
Oakland	25,682,910	15
Newark	25,557,276	16
San Diego	25,198,528	17
Baltimore	24,169,695	18
Pittsburgh	24,140,697	19
San Francisco	23,386,869	20
Seattle	23,020,738	21
Denver	21,271,385	22
Cleveland	21,010,803	23
Tampa - St. Petersburg - Clearwater	20,098,180	24
San Jose	19,844,541	25
Phoenix	19,137,205	26
Riverside - San Bernardino	19,030,644	27
Bergen - Passaic	19,000,417	28
Miami - Hialeah	18,659,854	29
Kansas City	18,253,339	30
Milwaukee	16,390,853	31
Cincinnati	15,554,288	32
Fort Lauderdale - Hollywood - Pompano Beach	14,520,607	33
Hartford - New Britain - Middletown - Bristol	14,329,931	34
Sacramento	14,230,732	35
Columbus, Ohio	13,826,530	36
Fort Worth - Arlington	13,818,644	37
New Orleans	13,658,184	38
Bridgeport - Stamford - Norwalk - Danbury	13,532,590	39
Indianapolis	13,135,805	40
Middlesex - Somerset - Hunterdon	13,084,092	41
Portland, Ore.	12,995,839	42
Monmouth - Ocean	12,684,336	43
Norfolk - Virginia Beach - Newport News	12,622,003	44
Rochester, N.Y.	11,961,156	45
San Antonio	11,552,919	46
Oklahoma City	11,247,465	47
Charlotte - Gastonia - Rock Hill	10,635,731	48
Buffalo	10,521,929	49
Dayton - Springfield	10,244,921	50
Total Top 50	**1,302,306,312**	
Louisville	10,185,215	51
New Haven - Waterbury - Meriden	10,056,105	52
Nashville	9,832,166	53
West Palm Beach - Boca Raton - Delray Beach	9,734,823	54
Albany - Schenectady - Troy	9,708,812	55
Providence - Pawtucket - Woonsocket	9,575,547	56
Salt Lake City - Ogden	9,451,236	57
Honolulu	9,438,158	58
Greensboro - Winston-Salem - High Point	9,247,114	59
Orlando	8,934,824	60
Memphis	8,868,600	61
Richmond - Petersburg	8,785,256	62
Birmingham	8,703,675	63
Tulsa	8,330,164	64
Jacksonville, Fla.	8,186,379	65
Omaha	7,715,814	66
Austin	7,690,394	67
Oxnard - Ventura	7,570,210	68
Worcester - Fitchburg - Leominster	7,522,833	69
Syracuse	7,470,879	70
Allentown - Bethlehem	7,439,173	71
Scranton - Wilkes-Barre	6,967,757	72
Grand Rapids	6,957,590	73
Akron	6,880,099	74
Raleigh - Durham	6,826,664	75
Lake County, Ill.	6,722,343	76
Harrisburg - Lebanon - Carlisle	6,583,147	77
Toledo	6,563,002	78
Wilmington, Del.	6,424,554	79
Gary - Hammond	6,134,471	80
Springfield, Mass.	6,120,765	81
Las Vegas	6,051,998	82
Wichita	5,949,071	83
Fresno	5,841,771	84
Tucson	5,810,565	85
Knoxville	5,776,177	86
Baton Rouge	5,686,046	87
Jersey City	5,677,778	88
Youngstown - Warren	5,434,756	89
Greenville - Spartanburg	5,434,481	90
Little Rock - North Little Rock	5,118,090	91
Tacoma	4,917,159	92
New Bedford - Fall River - Attleboro	4,897,166	93
Bakersfield	4,841,829	94
Albuquerque	4,816,953	95
Lansing - East Lansing	4,774,719	96
Des Moines	4,666,405	97
Davenport - Rock Island - Moline	4,651,023	98
Peoria	4,558,428	99
Columbia, S.C.	4,538,439	100
Total Top 100	**1,652,376,935**	
Flint	4,486,721	101
Beaumont - Port Arthur	4,401,153	102
Mobile	4,377,653	103
Vallejo - Fairfield - Napa	4,263,711	104
York	4,239,231	105
Joliet	4,237,576	106
Saginaw - Bay City - Midland	4,206,332	107
Santa Rosa - Petaluma	4,172,613	108
El Paso	4,166,854	109
Aurora - Elgin	4,154,226	110
Charleston, S.C.	4,148,059	111
Trenton	4,082,418	112
Canton	4,061,216	113
Lancaster	4,054,902	114
Chattanooga	4,027,717	115
Madison	4,006,156	116
Santa Barbara - Santa Maria - Lompoc	3,989,542	117
Johnson City - Kingsport - Bristol	3,938,145	118
Stockton	3,866,246	119
Jackson, Miss.	3,803,944	120
Shreveport	3,723,844	121
Fort Wayne	3,671,687	122
Portsmouth - Dover - Rochester	3,655,311	123
Manchester - Nashua	3,650,730	124
Colorado Springs	3,550,079	125
Lexington-Fayette	3,532,350	126
Salinas - Seaside - Monterey	3,527,592	127
Reading	3,516,557	128
Anchorage	3,500,946	129
Augusta	3,444,858	130
Melbourne - Titusville - Palm Bay	3,410,429	131
Corpus Christi	3,364,445	132
Atlantic City	3,322,516	133
Spokane	3,316,296	134
Ann Arbor	3,273,378	135
Lakeland - Winter Haven	3,257,937	136
Daytona Beach	3,252,252	137
Appleton - Oshkosh - Neenah	3,229,443	138
Pensacola	3,220,660	139
Rockford	3,212,308	140
New London - Norwich	3,211,271	141
Poughkeepsie	3,175,456	142
Utica - Rome	3,112,371	143
Evansville	3,017,802	144
Modesto	2,972,588	145
Binghamton	2,969,657	146
Orange County, N.Y.	2,932,966	147
Sarasota	2,930,907	148
Erie	2,907,755	149
Huntington - Ashland	2,902,992	150
Total Top 150	**1,833,828,733**	
Fort Myers - Cape Coral	2,897,313	151
Lorain - Elyria	2,863,827	152
Charleston, W.Va.	2,860,833	153
Macon - Warner Robins	2,775,681	154
Hamilton - Middletown	2,774,476	155
Santa Cruz	2,755,368	156
Lincoln	2,725,335	157
Montgomery	2,677,827	158
Duluth	2,668,836	159
Reno	2,660,670	160
Boulder - Longmont	2,658,414	161
Kalamazoo	2,547,563	162
Eugene - Springfield	2,533,879	163
Galveston - Texas City	2,496,106	164
Brazoria	2,442,433	165
South Bend - Mishawaka	2,440,053	166
Portland, Me.	2,433,585	167
Huntsville	2,360,593	168
Niagara Falls	2,324,749	169
Roanoke	2,287,345	170
Lafayette, La.	2,282,724	171
Fayetteville, N.C.	2,257,966	172
Savannah	2,256,071	173
Springfield, Mo.	2,244,276	174
Springfield, Ill.	2,234,383	175
Beaver County, Pa.	2,214,474	176
Salem, Ore.	2,207,011	177
Vancouver	2,202,326	178
Amarillo	2,174,701	179
Johnstown	2,173,558	180
Lubbock	2,172,943	181
Killeen - Temple	2,157,853	182
Topeka	2,141,127	183
Boise	2,117,295	184
Cedar Rapids	2,063,050	185
Columbus, Ga.	2,037,241	186
Hickory	2,032,586	187
McAllen - Edinburg - Mission	1,994,228	188
Visalia - Tulare - Porterville	1,991,969	189
Tallahassee	1,970,451	190
Green Bay	1,937,341	191
Richland - Kennewick - Pasco	1,928,347	192
Racine	1,923,361	193
Fort Pierce	1,883,782	194
Waterloo - Cedar Falls	1,838,800	195
Houma - Thibodaux	1,836,604	196
Bradenton	1,825,773	197
Fort Collins - Loveland	1,816,828	198
Bremerton	1,813,739	199
Gainesville	1,812,528	200
Total Top 200	**1,947,556,955**	
Champaign - Urbana - Rantoul	1,793,329	201
Waco	1,787,007	202
Lake Charles	1,763,491	203
Longview - Marshall	1,761,552	204
Biloxi - Gulfport	1,747,527	205
Wheeling	1,724,989	206
Benton Harbor	1,699,282	207
Tyler	1,692,473	208
Fargo - Moorhead	1,668,174	209
Provo - Orem	1,635,218	210
Pittsfield	1,626,863	211
Odessa	1,612,361	212
Fort Smith	1,587,883	213
Jackson, Mich.	1,586,407	214
Asheville	1,580,128	215
St. Cloud	1,573,118	216
Yakima	1,566,065	217
Brownsville - Harlingen	1,543,977	218
Olympia	1,537,650	219
Sioux Falls	1,524,085	220
Decatur	1,522,508	221
Muskegon	1,515,732	222
Janesville - Beloit	1,508,519	223
Chico	1,502,133	224
Midland, Tex.	1,499,907	225
Lima	1,495,867	226
Parkersburg - Marietta	1,491,970	227
Bloomington - Normal	1,479,570	228
Kenosha	1,472,088	229
Battle Creek	1,470,721	230
Steubenville - Weirton	1,461,523	231
Elkhart - Goshen	1,444,585	232
Lynchburg	1,406,314	233
Anderson, Ind.	1,375,943	234
Burlington, Vt.	1,371,313	235
Vineland - Millville - Bridgeton	1,333,443	236
Ocala	1,321,710	237
Clarksville - Hopkinsville	1,307,719	238
Billings	1,304,445	239
Naples	1,294,023	240
Wichita Falls	1,285,325	241
Fort Walton Beach	1,285,244	242
Mansfield	1,281,602	243
Charlottesville	1,280,932	244
Eau Claire	1,276,255	245
Terre Haute	1,270,026	246
Anderson, S.C.	1,264,991	247
Alexandria, La.	1,256,135	248
Monroe	1,255,847	249
Greeley	1,255,025	250
Total Top 250	**2,021,859,949**	
Bangor	1,246,407	251
Lafayette - West Lafayette	1,231,411	252
Santa Fe	1,229,524	253
Athens	1,225,055	254
Columbia, Mo.	1,224,218	255
Muncie	1,215,047	256
Sharon	1,210,220	257
Pascagoula	1,207,727	258
Altoona	1,199,359	259
Abilene	1,197,286	260
Bryan - College Station	1,196,079	261
Florence, Ala.	1,194,726	262
Medford	1,188,625	263
Rochester, Minn.	1,185,661	264
Tuscaloosa	1,181,283	265
Sioux City	1,180,189	266
Redding	1,178,665	267
Joplin	1,173,384	268
Pueblo	1,153,396	269
Kokomo	1,151,499	270
Lawton	1,132,359	271
Sheboygan	1,113,257	272
Wausau	1,109,803	273
Bellingham	1,108,340	274
Williamsport	1,101,966	275
Glens Falls	1,095,912	276
Bismarck	1,061,428	277
Dothan	1,055,002	278
State College	1,045,378	279
Hagerstown	1,043,303	280
Texarkana	1,043,038	281
Wilmington, N.C.	1,027,167	282
San Angelo	1,026,352	283
Iowa City	1,024,435	284
Albany, Ga.	1,023,649	285
Sherman - Denison	1,023,459	286
Kankakee	1,019,933	287
Anniston	1,018,464	288
La Crosse	1,018,262	289
Danville, Va.	1,009,816	290
Casper	959,721	291
Burlington, N.C.	958,490	292
Grand Forks	949,940	293
Bloomington, Ind.	943,504	294
Yuba City	931,687	295
Cumberland	912,747	296
Elmira	911,297	297
Dubuque	909,622	298
Lewiston - Auburn	907,333	299
Fayetteville - Springdale	900,855	300
Florence, S.C.	887,008	301
Las Cruces	876,532	302
St. Joseph	873,612	303
Panama City	867,732	304
Rapid City	866,809	305
Jacksonville, N.C.	836,284	306
Gadsden	836,020	307
Owensboro	833,156	308
Great Falls	810,712	309
Cheyenne	806,650	310
Victoria	802,896	311
Lawrence, Kans.	776,981	312
Enid	744,379	313
Pine Bluff	703,376	314
Jackson, Tenn.	690,810	315
Laredo	657,937	316
Total Above Areas	**2,089,056,123**	
Percent of U.S.	**81.0813**	
U.S. Total	**2,576,535,480**	

SUBURBAN EBI

Area	($000)	Rank
Los Angeles - Long Beach	48,980,249	1
Chicago	43,306,349	2
Philadelphia	38,490,825	3
Nassau - Suffolk	38,468,030	4
Washington	38,391,767	5
Detroit	38,290,330	6
Boston - Lawrence - Salem - Lowell - Brockton	34,131,245	7
Anaheim - Santa Ana	24,439,460	8
Atlanta	23,123,299	9
Newark	22,044,079	10
St. Louis	21,482,872	11
Minneapolis - St. Paul	20,102,961	12
Pittsburgh	19,783,358	13
Oakland	19,504,479	14
New York	17,906,827	15
Bergen - Passaic	17,889,368	16
Houston	17,773,427	17
Baltimore	17,472,134	18
Cleveland	16,493,399	19
Seattle	15,311,848	20
Riverside - San Bernardino	15,233,087	21
Denver	15,094,460	22
Dallas	14,085,510	23
San Francisco	13,525,439	24
Tampa - St. Petersburg - Clearwater	13,390,562	25
Miami - Hialeah	12,720,814	26
Monmouth - Ocean	12,684,336	27
San Diego	12,505,182	28
Middlesex - Somerset - Hunterdon	12,295,480	29
Cincinnati	11,730,522	30
Hartford - New Britain - Middletown - Bristol	10,973,074	31
Kansas City	10,523,796	32
San Jose	9,882,655	33
Fort Lauderdale - Hollywood - Pompano Beach	9,779,498	34
Sacramento	9,668,664	35
Rochester, N.Y.	9,469,242	36
Milwaukee	9,452,310	37
Portland, Ore.	8,968,464	38
Bridgeport - Stamford - Norwalk - Danbury	8,219,574	39
New Orleans	8,020,015	40
Dayton - Springfield	7,952,247	41
Orlando	7,481,171	42
Buffalo	7,436,759	43
Albany - Schenectady - Troy	7,385,428	44
West Palm Beach - Boca Raton - Delray Beach	7,273,088	45
Columbus, Ohio	7,256,514	46
Salt Lake City - Ogden	7,145,013	47
Louisville	7,036,072	48
Providence - Pawtucket - Woonsocket	6,910,707	49
Richmond - Petersburg	6,289,820	50
Total Top 50	**833,775,809**	
Fort Worth - Arlington	6,157,632	51
New Haven - Waterbury - Meriden	6,153,363	52
Birmingham	6,086,668	53
Syracuse	5,800,543	54
Charlotte - Gastonia - Rock Hill	5,771,914	55
Wilmington, Del.	5,763,370	56
Harrisburg - Lebanon - Carlisle	5,581,688	57
Lake County, Ill.	5,528,106	58
Scranton - Wilkes-Barre	5,501,080	59
Greensboro - Winston-Salem - High Point	5,289,877	60
Allentown - Bethlehem	5,284,860	61
Indianapolis	5,180,782	62
Oxnard - Ventura	5,142,392	63
Worcester - Fitchburg - Leominster	5,007,338	64
Phoenix	4,946,838	65
Grand Rapids	4,768,434	66
Oklahoma City	4,762,024	67
Greenville - Spartanburg	4,510,651	68
Honolulu	4,446,563	69
Nashville	4,228,982	70
Akron	4,209,389	71
Las Vegas	4,042,736	72
Youngstown - Warren	3,962,101	73
Gary - Hammond	3,904,404	74
San Antonio	3,849,797	75
York	3,834,816	76
Knoxville	3,716,025	77
Tulsa	3,650,197	78
Columbia, S.C.	3,602,593	79
Springfield, Mass.	3,598,327	80
Lancaster	3,556,597	81
Charleston, S.C.	3,507,736	82
Tacoma	3,464,124	83
Raleigh - Durham	3,393,323	84
Joliet	3,391,242	85
Jersey City	3,288,177	86
Trenton	3,244,421	87
Bakersfield	3,184,103	88
Flint	3,093,670	89
Augusta	3,077,228	90
Fresno	3,050,842	91
Baton Rouge	3,049,535	92
Atlantic City	2,992,641	93
Canton	2,953,488	94
Austin	2,934,196	95
Orange County, N.Y.	2,932,966	96
Toledo	2,872,176	97
New Bedford - Fall River - Attleboro	2,856,323	98
Portsmouth - Dover - Rochester	2,847,046	99
Lansing - East Lansing	2,837,749	100
Total Top 100	**1,040,586,882**	
Poughkeepsie	2,824,163	101
Omaha	2,808,823	102
Reading	2,790,928	103
Johnson City - Kingsport - Bristol	2,786,360	104
Daytona Beach	2,703,495	105
Saginaw - Bay City - Midland	2,677,090	106
Peoria	2,608,602	107
Tucson	2,537,210	108
Pensacola	2,536,660	109
Lakeland - Winter Haven	2,487,774	110
Santa Rosa - Petaluma	2,481,749	111
Chattanooga	2,479,537	112
Memphis	2,459,304	113
Brazoria	2,442,433	114
New London - Norwich	2,417,009	115
Binghamton	2,396,437	116
Norfolk - Virginia Beach - Newport News	2,378,747	117
Des Moines	2,357,164	118
Beaumont - Port Arthur	2,356,343	119
Sarasota	2,332,701	120
Aurora - Elgin	2,325,687	121
Mobile	2,303,728	122
Davenport - Rock Island - Moline	2,284,730	123
Beaver County, Pa.	2,214,474	124
Santa Cruz	2,211,977	125
Jacksonville, Fla.	2,203,753	126
Melbourne - Titusville - Palm Bay	2,197,694	127
Santa Barbara - Santa Maria - Lompoc	2,140,529	128
Charleston, W.Va.	2,119,579	129
Little Rock - North Little Rock	2,112,097	130
Huntington - Ashland	2,083,849	131
Utica - Rome	2,044,273	132
Ann Arbor	1,976,537	133
Fort Myers - Cape Coral	1,972,779	134
Fort Wayne	1,972,548	135
Vallejo - Fairfield - Napa	1,960,638	136
Madison	1,958,190	137
Salinas - Seaside - Monterey	1,942,810	138
Johnstown	1,918,439	139
Wichita	1,895,983	140
Portland, Me.	1,781,831	141
Stockton	1,767,023	142
Erie	1,762,811	143
Hickory	1,760,050	144
Kalamazoo	1,729,796	145
Vancouver	1,722,360	146
Hamilton - Middletown	1,720,439	147
Appleton - Oshkosh - Neenah	1,718,144	148
Spokane	1,671,934	149
Niagara Falls	1,663,794	150
Total Top 150	**1,150,588,087**	
Evansville	1,633,590	151
Rockford	1,630,546	152
Jackson, Miss.	1,621,613	153
Fort Pierce	1,611,964	154
Benton Harbor	1,611,862	155
Manchester - Nashua	1,603,369	156
Fayetteville, N.C.	1,591,833	157
Lorain - Elyria	1,533,935	158
Bradenton	1,463,369	159
Duluth	1,455,647	160
Bremerton	1,444,597	161
Salem, Ore.	1,400,436	162
Galveston - Texas City	1,333,229	163
Lafayette, La.	1,327,012	164
Wheeling	1,324,730	165
Houma - Thibodaux	1,321,983	166
Reno	1,315,212	167
Roanoke	1,314,848	168
Modesto	1,293,665	169
Chico	1,250,739	170
Killeen - Temple	1,208,936	171
Jackson, Mich.	1,197,545	172
Olympia	1,187,469	173
Muskegon	1,170,666	174
St. Cloud	1,166,661	175
Eugene - Springfield	1,163,354	176
Macon - Warner Robins	1,162,932	177
Lexington-Fayette	1,138,916	178
Boulder - Longmont	1,133,610	179
Visalia - Tulare - Porterville	1,119,414	180
Yakima	1,099,294	181
Lima	1,076,705	182
Sharon	1,049,962	183
Fort Wulton Beach	1,046,580	184
Racine	1,034,417	185
Pittsfield	1,032,532	186
Anderson, S.C.	1,021,106	187
Lake Charles	1,014,498	188
Asheville	1,012,563	189
Springfield, Ill.	1,011,304	190
McAllen - Edinburg - Mission	1,006,407	191
Burlington, Vt.	1,002,787	192
Gainesville	989,970	193
Green Bay	985,754	194
Steubenville - Weirton	974,815	195
Parkersburg - Marietta	964,136	196
South Bend - Mishawaka	956,986	197
Ocala	948,556	198
Bangor	946,111	199
Charlottesville	943,047	200
Total Top 200	**1,211,439,299**	
Albuquerque	940,085	201
Battle Creek	935,012	202
Glens Falls	934,518	203
Naples	922,388	204
Savannah	910,940	205
Colorado Springs	901,183	206
Biloxi - Gulfport	889,981	207
Pascagoula	886,859	208
Shreveport	869,257	209
Montgomery	855,499	210
Athens	853,633	211
Florence, Ala.	850,711	212
Boise	844,942	213
Springfield, Mo.	838,487	214
Tallahassee	823,120	215
Williamsport	811,116	216
Tyler	806,137	217
Elkhart - Goshen	805,489	218
Monroe	802,661	219
Joplin	800,507	220
Waco	794,225	221
State College	791,743	222
Medford	789,477	223
Corpus Christi	788,445	224
Mansfield	784,768	225
Alexandria, La.	773,438	226
Fort Smith	768,025	227
Provo - Orem	767,696	228
Anniston	764,338	229
Wausau	762,668	230
Hagerstown	762,490	231
Eau Claire	760,440	232
Anderson, Ind.	759,972	233
Terre Haute	756,505	234
Yuba City	749,703	235
Kankakee	734,555	236
Altoona	724,755	237
Greeley	716,838	238
Cedar Rapids	712,576	239
Lynchburg	706,619	240
Richland - Kennewick - Pasco	701,564	241
Redding	697,994	242
Longview - Marshall	695,358	243
Fort Collins - Loveland	688,957	244
Cumberland	688,081	245
Bellingham	661,617	246
Wilmington, N.C.	658,350	247
Kokomo	652,103	248
Champaign - Urbana - Rantoul	645,420	249
Elmira	633,183	250
Total Top 250	**1,250,613,727**	
Jacksonville, N.C.	631,911	251
Santa Fe	619,098	252
Florence, S.C.	611,361	253
Panama City	600,144	254
Sheboygan	592,292	255
Danville, Va.	587,498	256
Brownsville - Harlingen	580,143	257
Burlington, N.C.	578,540	258
Janesville - Beloit	573,715	259
Kenosha	572,993	260
Tuscaloosa	567,972	261
Dothan	558,028	262
Waterloo - Cedar Falls	556,492	263
Huntsville	553,388	264
Texarkana	549,485	265
Topeka	548,148	266
Columbus, Ga.	545,945	267
Clarksville - Hopkinsville	540,544	268
Lafayette - West Lafayette	539,152	269
Muncie	533,397	270
Fargo - Moorhead	526,196	271
Columbia, Mo.	516,399	272
La Crosse	514,240	273
Billings	505,071	274
Bloomington - Normal	493,297	275
Bloomington, Ind.	492,831	276
Amarillo	452,015	277
Gadsden	450,028	278
El Paso	437,623	279
Iowa City	434,547	280
Rochester, Minn.	434,313	281
Decatur	426,558	282
Sherman - Denison	417,061	283
Las Cruces	416,715	284
Bismarck	370,535	285
Fayetteville - Springdale	353,796	286
Lubbock	352,827	287
Vineland - Millville - Bridgeton	351,050	288
Sioux City	346,266	289
Sioux Falls	334,449	290
Lewiston - Auburn	331,999	291
Odessa	327,092	292
Albany, Ga.	325,647	293
Owensboro	302,418	294
Lincoln	301,295	295
Casper	297,728	296
Grand Forks	295,730	297
Lawton	295,598	298
Dubuque	284,762	299
Wichita Falls	274,562	300
Rapid City	264,101	301
Pine Bluff	261,197	302
Pueblo	226,275	303
Jackson, Tenn.	221,242	304
Cheyenne	219,882	305
Victoria	211,321	306
Great Falls	194,685	307
Lawrence, Kans.	179,704	308
Enid	142,212	309
San Angelo	130,134	310
St. Joseph	126,567	311
Midland, Tex.	121,510	312
Abilene	110,109	313
Bryan - College Station	102,004	314
Laredo	86,659	315
Anchorage	0	316
Total Above Areas	**1,276,314,223**	
Percent of U.S.	**100.0000**	
U.S. Total	**1,276,314,223**	

MEDIAN HOUSEHOLD EBI

Area	($)	Rank
Nassau - Suffolk	41,279	1
Bridgeport - Stamford - Norwalk - Danbury	39,223	2
Anchorage	38,145	3
Middlesex - Somerset - Hunterdon	38,100	4
San Jose	37,776	5
Lake County, Ill.	37,494	6
Bergen - Passaic	36,140	7
Brazoria	36,059	8
Washington	36,002	9
Anaheim - Santa Ana	35,901	10
Oxnard - Ventura	34,790	11
Newark	33,741	12
Hartford - New Britain - Middletown - Bristol	33,599	13
Grand Forks	33,492	14
Poughkeepsie	33,099	15
Aurora - Elgin	32,914	16
Joliet	32,896	17
Midland, Tex.	32,817	18
Minneapolis - St. Paul	32,698	19
Richland - Kennewick - Pasco	32,672	20
Trenton	32,444	21
Monmouth - Ocean	32,393	22
Wichita	32,316	23
New London - Norwich	32,220	24
Honolulu	32,161	25
New Haven - Waterbury - Meriden	32,071	26
Oakland	32,005	27
Boston - Lawrence - Salem - Lowell - Brockton	31,626	28
San Francisco	31,439	29
Casper	31,355	30
Rochester, Minn.	31,340	31
Manchester - Nashua	31,169	32
Kenosha	31,028	33
Houston	31,012	34
Wilmington, Del.	30,873	35
Topeka	30,753	36
Portsmouth - Dover - Rochester	30,708	37
Chicago	30,695	38
Seattle	30,639	39
Peoria	30,604	40
Omaha	30,453	41
Rochester, N.Y.	30,404	42
Lincoln	30,402	43
Bismarck	29,998	44
Denver	29,984	45
Kansas City	29,826	46
Dallas	29,821	47
Davenport - Rock Island - Moline	29,790	48
Fort Worth - Arlington	29,720	49
Ann Arbor	29,598	50
Galveston - Texas City	29,594	51
Sioux Falls	29,473	52
Racine	29,420	53
Beaumont - Port Arthur	29,410	54
Cedar Rapids	29,295	55
Orange County, N.Y.	29,293	56
Odessa	29,282	57
Rockford	29,266	58
Beaver County, Pa.	29,238	59
Detroit	29,170	60
Lansing - East Lansing	29,024	61
Milwaukee	29,020	62
Kalamazoo	28,973	63
Lorain - Elyria	28,937	64
Syracuse	28,852	65
Grand Rapids	28,763	66
Bloomington - Normal	28,721	67
Atlanta	28,610	68
Worcester - Fitchburg - Leominster	28,601	69
Vallejo - Fairfield - Napa	28,569	70
Boulder - Longmont	28,440	71
Santa Rosa - Petaluma	28,407	72
St. Louis	28,404	73
Jackson, Mich.	28,389	74
Des Moines	28,345	75
Waterloo - Cedar Falls	28,258	76
Sheboygan	28,217	77
Santa Cruz	28,147	78
Philadelphia	28,146	79
Kokomo	28,055	80
Janesville - Beloit	28,041	81
Los Angeles - Long Beach	27,897	82
Santa Barbara - Santa Maria - Lompoc	27,892	83
Appleton - Oshkosh - Neenah	27,813	84
Richmond - Petersburg	27,808	85
Decatur	27,668	86
Victoria	27,603	87
Santa Fe	27,589	88
Allentown - Bethlehem	27,537	89
Gary - Hammond	27,415	90
Tyler	27,399	91
Fargo - Moorhead	27,359	92
Salinas - Seaside - Monterey	27,347	93
Madison	27,330	94
Niagara Falls	27,321	95
Saginaw - Bay City - Midland	27,280	96
Albany - Schenectady - Troy	27,262	97
Green Bay	27,253	98
Harrisburg - Lebanon - Carlisle	27,245	99
Indianapolis	27,154	100
Binghamton	27,131	101
San Diego	27,128	102
Burlington, Vt.	27,076	103
Hamilton - Middletown	27,074	104
Flint	27,070	105
Baltimore	26,967	106
Cleveland	26,917	107
Houma - Thibodaux	26,891	108
Cincinnati	26,864	109
Baton Rouge	26,861	110
Lancaster	26,858	111
York	26,758	112
Lake Charles	26,649	113
Vancouver	26,643	114
West Palm Beach - Boca Raton - Delray Beach	26,579	115
Huntsville	26,508	116
Providence - Pawtucket - Woonsocket	26,412	117
Pittsfield	26,411	118
Buffalo	26,389	119
Lafayette, La.	26,389	119
Bremerton	26,365	121
Fort Wayne	26,331	122
Oklahoma City	26,329	123
Dayton - Springfield	26,293	124
Austin	26,269	125
Portland, Ore.	26,264	126
Dubuque	26,251	127
Battle Creek	26,246	128
Columbia, Mo.	26,204	129
Youngstown - Warren	26,195	130
Pascagoula	26,169	131
Reading	26,085	132
Anderson, Ind.	26,080	133
Akron	26,031	134
Raleigh - Durham	26,028	135
La Crosse	25,991	136
Boise	25,953	137
Rapid City	25,927	138
Nashville	25,915	139
Tulsa	25,898	140
Longview - Marshall	25,847	141
Canton	25,812	142
Pittsburgh	25,779	143
Springfield, Mass.	25,779	143
Sacramento	25,768	145
Salt Lake City - Ogden	25,768	145
Toledo	25,763	147
Bakersfield	25,736	148
Springfield, Ill.	25,708	149
Erie	25,691	150
Louisville	25,648	151
St. Cloud	25,594	152
Reno	25,536	153
Norfolk - Virginia Beach - Newport News	25,496	154
Amarillo	25,495	155
Iowa City	25,467	156
Riverside - San Bernardino	25,442	157
Fort Lauderdale - Hollywood - Pompano Beach	25,411	158
Columbus, Ohio	25,405	159
Olympia	25,399	160
Charlotte - Gastonia - Rock Hill	25,356	161
Evansville	25,355	162
Macon - Warner Robins	25,334	163
Wausau	25,323	164
Duluth	25,307	165
Charlottesville	25,260	166
Cheyenne	25,168	167
Kankakee	25,165	168
Enid	25,162	169
Columbia, S.C.	25,161	170
Elkhart - Goshen	25,159	171
Phoenix	25,153	172
Portland, Me.	25,131	173
Corpus Christi	25,111	174
Benton Harbor	25,100	175
Lynchburg	25,081	176
New Bedford - Fall River - Attleboro	25,058	177
South Bend - Mishawaka	25,051	178
Muskegon	24,988	179
Charleston, W.Va.	24,947	180
Vineland - Millville - Bridgeton	24,917	181
Billings	24,852	182
Lawrence, Kans.	24,617	183
Las Vegas	24,577	184
Glens Falls	24,552	185
San Antonio	24,521	186
Lexington-Fayette	24,518	187
Sherman - Denison	24,465	188
Muncie	24,409	189
Mansfield	24,408	190
Utica - Rome	24,404	191
Lima	24,373	192
New York	24,354	193
Little Rock - North Little Rock	24,344	194
Greensboro - Winston-Salem - High Point	24,256	195
Orlando	24,226	196
Fresno	24,215	197
Fort Collins - Loveland	24,173	198
San Angelo	24,096	199
Steubenville - Weirton	24,083	200
New Orleans	24,041	201
Champaign - Urbana - Rantoul	24,014	202
Lafayette - West Lafayette	23,974	203
Sharon	23,895	204
Shreveport	23,864	205
Lawton	23,862	206
Modesto	23,813	207
Atlantic City	23,791	208
Roanoke	23,771	209
Sioux City	23,705	210
Colorado Springs	23,694	211
Jacksonville, Fla.	23,681	212
Pensacola	23,649	213
Elmira	23,600	214
Wichita Falls	23,572	215
Albuquerque	23,532	216
Stockton	23,453	217
Jersey City	23,436	218
St. Joseph	23,410	219
Hickory	23,357	220
Jackson, Miss.	23,316	221
Fort Walton Beach	23,262	222
Savannah	23,258	223
Albany, Ga.	23,235	224
Burlington, N.C.	23,191	225
Miami - Hialeah	23,179	226
Owensboro	23,152	227
Bryan - College Station	23,105	228
Parkersburg - Marietta	23,095	229
Abilene	22,954	230
Bangor	22,948	231
Great Falls	22,936	232
Eau Claire	22,917	233
Memphis	22,897	234
Melbourne - Titusville - Palm Bay	22,791	235
Springfield, Mo.	22,787	236
Lubbock	22,723	237
Augusta	22,643	238
Mobile	22,627	239
Wheeling	22,615	240
Hagerstown	22,547	241
State College	22,388	242
Fort Myers - Cape Coral	22,325	243
Terre Haute	22,285	244
Williamsport	22,265	245
Greeley	22,249	246
Sarasota	22,181	247
Scranton - Wilkes-Barre	22,063	248
Danville, Va.	22,056	249
Chattanooga	21,988	250
Montgomery	21,926	251
Tacoma	21,921	252
Anderson, S.C.	21,896	253
Bellingham	21,848	254
Waco	21,838	255
Birmingham	21,813	256
Lewiston - Auburn	21,738	257
Charleston, S.C.	21,717	258
Eugene - Springfield	21,625	259
Knoxville	21,625	259
Killeen - Temple	21,563	261
Tampa - St. Petersburg - Clearwater	21,561	262
Greenville - Spartanburg	21,540	263
Naples	21,493	264
El Paso	21,491	265
Wilmington, N.C.	21,387	266
Fayetteville, N.C.	21,338	267
Pueblo	21,281	268
Altoona	21,246	269
Asheville	21,212	270
Tucson	21,012	271
Jackson, Tenn.	20,918	272
Spokane	20,855	273
Johnson City - Kingsport - Bristol	20,783	274
Texarkana	20,759	275
Salem, Ore.	20,736	276
Fort Smith	20,705	277
Tallahassee	20,694	278
Bradenton	20,655	279
Provo - Orem	20,633	280
Daytona Beach	20,617	281
Bloomington, Ind.	20,554	282
Lakeland - Winter Haven	20,517	283
Cumberland	20,508	284
Huntington - Ashland	20,399	285
Alexandria, La.	20,369	286
Biloxi - Gulfport	20,361	287
Florence, Ala.	20,351	288
Johnstown	20,321	289
Fort Pierce	20,298	290
Monroe	20,222	291
Clarksville - Hopkinsville	20,180	292
Gainesville	20,132	293
Medford	20,076	294
Joplin	19,972	295
Yakima	19,893	296
Columbus, Ga.	19,830	297
Athens	19,746	298
Anniston	19,606	299
Redding	19,512	300
Dothan	19,431	301
Pine Bluff	19,278	302
Fayetteville - Springdale	19,268	303
Tuscaloosa	19,072	304
Yuba City	19,050	305
Florence, S.C.	19,036	306
Chico	18,840	307
Las Cruces	18,462	308
Brownsville - Harlingen	18,293	309
Visalia - Tulare - Porterville	17,838	310
Gadsden	17,829	311
Panama City	17,550	312
Ocala	17,286	313
McAllen - Edinburg - Mission	17,167	314
Laredo	16,663	315
Jacksonville, N.C.	16,356	316
Median Above Areas	27,399	
U.S. Median	25,496	

BUYING POWER INDEX (BPI)

Area	BPI	Rank
Los Angeles - Long Beach	3.6231	1
New York	3.5216	2
Chicago	2.7313	3
Philadelphia	2.0728	4
Detroit	1.8751	5
Boston - Lawrence - Salem - Lowell - Brockton	1.8292	6
Washington	1.7965	7
Houston	1.5233	8
Nassau - Suffolk	1.3887	9
Dallas	1.1000	10
Minneapolis - St. Paul	1.0986	11
Atlanta	1.0983	12
Anaheim - Santa Ana	1.0870	13
St. Louis	1.0643	14
Baltimore	.9571	15
San Diego	.9359	16
Oakland	.9239	17
Pittsburgh	.9091	18
Newark	.8868	19
San Francisco	.8598	20
Seattle	.8440	21
Cleveland	.8111	22
Denver	.8008	23
Tampa - St. Petersburg - Clearwater	.7978	24
Miami - Hialeah	.7867	25
Phoenix	.7653	26
Riverside - San Bernardino	.7357	27
San Jose	.7174	28
Kansas City	.7014	29
Bergen - Passaic	.6868	30
Milwaukee	.6056	31
Cincinnati	.6007	32
Fort Lauderdale - Hollywood - Pompano Beach	.5656	33
New Orleans	.5526	34
Sacramento	.5477	35
Columbus, Ohio	.5438	36
Fort Worth - Arlington	.5350	37
Indianapolis	.5303	38
Hartford - New Britain - Middletown - Bristol	.5225	39
Portland, Ore.	.5094	40
Norfolk - Virginia Beach - Newport News	.5006	41
San Antonio	.4729	42
Bridgeport - Stamford - Norwalk - Danbury	.4669	43
Middlesex - Somerset - Hunterdon	.4656	44
Oklahoma City	.4642	45
Monmouth - Ocean	.4520	46
Rochester, N.Y.	.4364	47
Charlotte - Gastonia - Rock Hill	.4348	48
Louisville	.4022	49
Buffalo	.3989	50
Total Top 50	**43.9371**	
Dayton - Springfield	.3901	51
Nashville	.3875	52
Salt Lake City - Ogden	.3851	53
Memphis	.3774	54
Orlando	.3747	55
Greensboro - Winston-Salem - High Point	.3722	56
Albany - Schenectady - Troy	.3685	57
Providence - Pawtucket - Woonsocket	.3668	58
West Palm Beach - Boca Raton - Delray Beach	.3668	58
New Haven - Waterbury - Meriden	.3642	60
Honolulu	.3630	61
Birmingham	.3440	62
Richmond - Petersburg	.3440	62
Jacksonville, Fla.	.3308	64
Tulsa	.3213	65
Austin	.3002	66
Worcester - Fitchburg - Leominster	.2858	67
Omaha	.2842	68
Allentown - Bethlehem	.2816	69
Scranton - Wilkes-Barre	.2791	70
Syracuse	.2765	71
Grand Rapids	.2698	72
Oxnard - Ventura	.2696	73
Toledo	.2694	74
Raleigh - Durham	.2690	75
Akron	.2659	76
Harrisburg - Lebanon - Carlisle	.2587	77
Las Vegas	.2515	78
Gary - Hammond	.2514	79
Knoxville	.2505	80
Springfield, Mass.	.2483	81
Wilmington, Del.	.2430	82
Tucson	.2346	83
Lake County, Ill.	.2326	84
Greenville - Spartanburg	.2283	85
Baton Rouge	.2268	86
Fresno	.2265	87
Wichita	.2117	88
Jersey City	.2106	89
Youngstown - Warren	.2079	90
New Bedford - Fall River - Attleboro	.2076	91
Little Rock - North Little Rock	.2049	92
Tacoma	.1989	93
Albuquerque	.1948	94
Bakersfield	.1899	95
Lansing - East Lansing	.1820	96
Flint	.1809	97
El Paso	.1805	98
Mobile	.1790	99
Columbia, S.C.	.1769	100
Total Top 100	**62.6224**	
Des Moines	.1768	101
Charleston, S.C.	.1755	102
Beaumont - Port Arthur	.1728	103
Davenport - Rock Island - Moline	.1703	104
Saginaw - Bay City - Midland	.1695	105
Chattanooga	.1691	106
Johnson City - Kingsport - Bristol	.1639	107
Canton	.1610	108
Peoria	.1607	109
Santa Barbara - Santa Maria - Lompoc	.1602	110
Lancaster	.1587	111
York	.1574	112
Vallejo - Fairfield - Napa	.1561	113
Madison	.1558	114
Jackson, Miss.	.1545	115
Santa Rosa - Petaluma	.1516	116
Stockton	.1515	117
Shreveport	.1489	118
Trenton	.1486	119
Fort Wayne	.1476	120
Joliet	.1470	121
Manchester - Nashua	.1469	122
Aurora - Elgin	.1462	123
Colorado Springs	.1455	124
Corpus Christi	.1449	125
Portsmouth - Dover - Rochester	.1447	126
Anchorage	.1435	127
Lexington-Fayette	.1426	128
Spokane	.1394	129
Atlantic City	.1391	130
Reading	.1391	130
Augusta	.1376	132
Lakeland - Winter Haven	.1376	132
Melbourne - Titusville - Palm Bay	.1374	134
Salinas - Seaside - Monterey	.1355	135
Daytona Beach	.1309	136
Pensacola	.1280	137
Evansville	.1233	138
Ann Arbor	.1228	139
Utica - Rome	.1222	140
Huntington - Ashland	.1218	141
Appleton - Oshkosh - Neenah	.1212	142
Rockford	.1205	143
Modesto	.1201	144
Sarasota	.1188	145
Fort Myers - Cape Coral	.1171	146
New London - Norwich	.1167	147
Orange County, N.Y.	.1143	148
Poughkeepsie	.1137	149
Charleston, W.Va.	.1132	150
Total Top 150	**69.7647**	
Erie	.1121	151
Reno	.1119	152
Binghamton	.1114	153
Macon - Warner Robins	.1112	154
Portland, Me.	.1103	155
Montgomery	.1084	156
Duluth	.1061	157
Lorain - Elyria	.1058	158
Boulder - Longmont	.1033	159
McAllen - Edinburg - Mission	.1031	160
Eugene - Springfield	.1028	161
Hamilton - Middletown	.1017	162
South Bend - Mishawaka	.1008	163
Santa Cruz	.0985	164
Kalamazoo	.0980	165
Lafayette, La.	.0980	165
Lubbock	.0949	167
Fayetteville, N.C.	.0947	168
Galveston - Texas City	.0947	168
Springfield, Mo.	.0947	168
Lincoln	.0943	171
Savannah	.0933	172
Visalia - Tulare - Porterville	.0922	173
Roanoke	.0921	174
Salem, Ore.	.0903	175
Amarillo	.0895	176
Huntsville	.0886	177
Johnstown	.0874	178
Killeen - Temple	.0856	179
Columbus, Ga.	.0855	180
Springfield, Ill.	.0852	181
Niagara Falls	.0850	182
Brazoria	.0849	183
Hickory	.0825	184
Tallahassee	.0815	185
Fort Pierce	.0800	186
Boise	.0795	187
Vancouver	.0789	188
Beaver County, Pa.	.0784	189
Brownsville - Harlingen	.0781	190
Topeka	.0774	191
Cedar Rapids	.0765	192
Gainesville	.0765	192
Longview - Marshall	.0763	194
Green Bay	.0762	195
Houma - Thibodaux	.0762	195
Bradenton	.0755	197
St. Cloud	.0754	198
Waco	.0744	199
Biloxi - Gulfport	.0737	200
Total Top 200	**74.2980**	
Provo - Orem	.0725	201
Lake Charles	.0719	202
Odessa	.0716	203
Fort Collins - Loveland	.0715	204
Champaign - Urbana - Rantoul	.0707	205
Asheville	.0705	206
Racine	.0703	207
Wheeling	.0699	208
Waterloo - Cedar Falls	.0679	209
Richland - Kennewick - Pasco	.0677	210
Fargo - Moorhead	.0670	211
Tyler	.0664	212
Pittsfield	.0657	213
Yakima	.0656	214
Bremerton	.0651	215
Fort Smith	.0649	216
Benton Harbor	.0640	217
Elkhart - Goshen	.0625	218
Lima	.0620	219
Chico	.0619	220
Ocala	.0619	220
Parkersburg - Marietta	.0619	220
Midland, Tex.	.0606	223
Jackson, Mich.	.0590	224
Sioux Falls	.0588	225
Terre Haute	.0588	225
Olympia	.0584	227
Muskegon	.0581	228
Burlington, Vt.	.0577	229
Janesville - Beloit	.0576	230
Lynchburg	.0573	231
Abilene	.0567	232
Decatur	.0566	233
Billings	.0561	234
Bloomington - Normal	.0558	235
Steubenville - Weirton	.0557	236
Naples	.0555	237
Battle Creek	.0553	238
Wichita Falls	.0553	238
Anderson, Ind.	.0550	240
Bangor	.0547	241
Clarksville - Hopkinsville	.0546	242
Monroe	.0540	243
Eau Claire	.0538	244
Fort Walton Beach	.0536	245
Vineland - Millville - Bridgeton	.0536	245
Charlottesville	.0530	247
Alexandria, La.	.0524	248
Mansfield	.0524	248
Joplin	.0521	250
Total Top 250	**77.3339**	
Athens	.0520	251
Muncie	.0519	252
Anderson, S.C.	.0514	253
Kenosha	.0514	253
Medford	.0513	255
Altoona	.0511	256
Redding	.0509	257
Lafayette - West Lafayette	.0506	258
Tuscaloosa	.0506	258
Bryan - College Station	.0491	260
Florence, Ala.	.0488	261
Greeley	.0488	261
Rochester, Minn.	.0484	263
Sioux City	.0484	263
Wilmington, N.C.	.0482	265
Pueblo	.0473	266
Dothan	.0471	267
Sharon	.0470	268
Santa Fe	.0468	269
Pascagoula	.0463	270
Texarkana	.0461	271
Kokomo	.0460	272
Bellingham	.0455	273
Glens Falls	.0454	274
Hagerstown	.0454	274
Columbia, Mo.	.0452	276
Williamsport	.0451	277
Lawton	.0450	278
Albany, Ga.	.0446	279
San Angelo	.0437	280
Burlington, N.C.	.0434	281
Laredo	.0430	282
Wausau	.0430	282
State College	.0427	284
Panama City	.0423	285
Bismarck	.0415	286
Florence, S.C.	.0413	287
Anniston	.0407	288
La Crosse	.0407	288
Sherman - Denison	.0405	290
Sheboygan	.0400	291
Fayetteville - Springdale	.0394	292
Danville, Va.	.0393	293
Kankakee	.0391	294
Yuba City	.0391	294
Bloomington, Ind.	.0389	296
Lewiston - Auburn	.0386	297
Cumberland	.0385	298
Jacksonville, N.C.	.0385	298
Las Cruces	.0380	300
Casper	.0377	301
Elmira	.0372	302
St. Joseph	.0370	303
Dubuque	.0366	304
Iowa City	.0366	304
Owensboro	.0361	306
Rapid City	.0361	306
Victoria	.0349	308
Grand Forks	.0347	309
Gadsden	.0345	310
Cheyenne	.0335	311
Great Falls	.0334	312
Jackson, Tenn.	.0321	313
Pine Bluff	.0309	314
Enid	.0295	315
Lawrence, Kans.	.0291	316
Total Above Areas	**80.1317**	
Percent of U.S.	**80.1317**	
U.S. Total	**100.0000**	

PER HOUSEHOLD RETAIL SALES

Area	($)	Rank
Anchorage	29,122	1
Laredo	28,688	2
Midland, Tex.	25,923	3
Odessa	25,265	4
Abilene	23,899	5
St. Cloud	23,698	6
Portland, Me.	22,690	7
Rochester, Minn.	21,318	8
Victoria	21,091	9
Nassau - Suffolk	20,890	10
Manchester - Nashua	20,833	11
Lafayette, La.	20,670	12
Terre Haute	20,246	13
Bridgeport - Stamford - Norwalk - Danbury	20,241	14
Reno	20,217	15
Burlington, Vt.	20,108	16
Santa Barbara - Santa Maria - Lompoc	20,075	17
Rapid City	20,010	18
Longview - Marshall	19,925	19
San Angelo	19,858	20
Naples	19,536	21
Wichita Falls	19,477	22
Portsmouth - Dover - Rochester	19,385	23
Bergen - Passaic	19,343	24
Wilmington, N.C.	19,278	25
San Jose	19,270	26
Anaheim - Santa Ana	19,253	27
Casper	19,194	28
Oklahoma City	19,193	29
Grand Forks	19,156	30
Billings	19,141	31
Burlington, N.C.	18,957	32
Honolulu	18,929	33
Elkhart - Goshen	18,918	34
Jackson, Tenn.	18,879	35
San Francisco	18,827	36
Dallas	18,669	37
Boston - Lawrence - Salem - Lowell - Brockton	18,626	38
Lubbock	18,564	39
Amarillo	18,527	40
Corpus Christi	18,507	41
Charlottesville	18,432	42
Miami - Hialeah	18,402	43
Fargo - Moorhead	18,336	44
Houston	18,300	45
Bismarck	18,268	46
Orlando	18,252	47
Cheyenne	18,192	48
Atlantic City	18,178	49
Middlesex - Somerset - Hunterdon	18,147	50
Washington	18,118	51
Minneapolis - St. Paul	17,962	52
Bryan - College Station	17,885	53
Fort Worth - Arlington	17,884	54
Sioux Falls	17,882	55
Las Vegas	17,881	56
Brownsville - Harlingen	17,784	57
Boulder - Longmont	17,649	58
Pittsfield	17,600	59
Atlanta	17,557	60
Kansas City	17,512	61
Lake County, Ill.	17,497	62
New Bedford - Fall River - Attleboro	17,462	63
Muncie	17,428	64
Hartford - New Britain - Middletown - Bristol	17,329	65
Bangor	17,268	66
Indianapolis	17,262	67
Kokomo	17,207	68
Asheville	17,206	69
St. Joseph	17,144	70
Denver	17,137	71
West Palm Beach - Boca Raton - Delray Beach	17,121	72
Tyler	17,079	73
Owensboro	17,069	74
Panama City	17,066	75
Knoxville	17,041	76
Toledo	17,036	77
Fort Lauderdale - Hollywood - Pompano Beach	16,986	78
Houma - Thibodaux	16,932	79
Memphis	16,927	80
McAllen - Edinburg - Mission	16,897	81
Austin	16,834	82
Trenton	16,804	83
Fort Walton Beach	16,793	84
Wilmington, Del.	16,780	85
Lafayette - West Lafayette	16,758	86
Springfield, Mo.	16,743	87
Kalamazoo	16,724	88
Beaumont - Port Arthur	16,716	89
South Bend - Mishawaka	16,634	90
Los Angeles - Long Beach	16,594	91
La Crosse	16,589	92
Evansville	16,550	93
Sarasota	16,538	94
St. Louis	16,506	95
Lexington-Fayette	16,503	96
Springfield, Mass.	16,486	97
New London - Norwich	16,476	98
Albany, Ga.	16,435	99
Madison	16,387	100
Harrisburg - Lebanon - Carlisle	16,345	101
Colorado Springs	16,290	102
San Antonio	16,287	103
Seattle	16,272	104
Charlotte - Gastonia - Rock Hill	16,245	105
Ann Arbor	16,229	106
Richmond - Petersburg	16,191	107
Baton Rouge	16,129	108
Orange County, N.Y.	16,107	109
Santa Fe	16,068	110
Hagerstown	16,054	111
Grand Rapids	16,053	112
Lake Charles	16,034	113
Phoenix	16,029	114
Ocala	15,990	115
Raleigh - Durham	15,985	116
New Haven - Waterbury - Meriden	15,974	117
Bloomington - Normal	15,973	118
Fort Myers - Cape Coral	15,971	119
Oakland	15,954	120
Salinas - Seaside - Monterey	15,942	121
Wichita	15,941	122
Nashville	15,940	123
Texarkana	15,939	124
Enid	15,926	125
Omaha	15,914	126
Galveston - Texas City	15,899	127
Savannah	15,897	128
Monmouth - Ocean	15,885	129
Baltimore	15,786	130
Fort Wayne	15,786	130
Oxnard - Ventura	15,752	132
Gary - Hammond	15,746	133
Joplin	15,717	134
Saginaw - Bay City - Midland	15,708	135
Portland, Ore.	15,700	136
Lynchburg	15,695	137
Topeka	15,659	138
Glens Falls	15,624	139
Jacksonville, Fla.	15,620	140
Lansing - East Lansing	15,617	141
Flint	15,616	142
Gainesville	15,585	143
Des Moines	15,574	144
Eau Claire	15,562	145
Waco	15,517	146
New Orleans	15,509	147
Lawton	15,484	148
Shreveport	15,406	149
Jacksonville, N.C.	15,394	150
Champaign - Urbana - Rantoul	15,393	151
Norfolk - Virginia Beach - Newport News	15,389	152
Reading	15,382	153
Dothan	15,367	154
Florence, S.C.	15,363	155
San Diego	15,324	156
Worcester - Fitchburg - Leominster	15,312	157
Albuquerque	15,302	158
Fort Pierce	15,295	159
Macon - Warner Robins	15,284	160
Little Rock - North Little Rock	15,272	161
Greensboro - Winston-Salem - High Point	15,266	162
Bakersfield	15,229	163
Great Falls	15,220	164
Bradenton	15,203	165
Green Bay	15,156	166
Lima	15,152	167
Jackson, Miss.	15,144	168
Lancaster	15,143	169
Cleveland	15,128	170
Newark	15,122	171
Sherman - Denison	15,103	172
Philadelphia	15,097	173
Dubuque	15,092	174
Louisville	15,074	175
Cincinnati	15,058	176
Sioux City	15,058	176
Anderson, Ind.	15,052	178
Chicago	15,046	179
Fayetteville, N.C.	15,035	180
Tulsa	15,030	181
Columbus, Ohio	15,010	182
Roanoke	15,010	182
Modesto	14,999	184
Monroe	14,958	185
Mansfield	14,931	186
Detroit	14,892	187
El Paso	14,889	188
Salt Lake City - Ogden	14,886	189
Sacramento	14,880	190
Chattanooga	14,828	191
Vineland - Millville - Bridgeton	14,780	192
Lewiston - Auburn	14,757	193
Tallahassee	14,702	194
Poughkeepsie	14,683	195
Biloxi - Gulfport	14,679	196
Bloomington, Ind.	14,677	197
Lakeland - Winter Haven	14,634	198
Fayetteville - Springdale	14,631	199
Albany - Schenectady - Troy	14,555	200
Columbia, S.C.	14,537	201
Pensacola	14,534	202
Providence - Pawtucket - Woonsocket	14,524	203
Charleston, S.C.	14,515	204
Charleston, W.Va.	14,469	205
Parkersburg - Marietta	14,468	206
Rockford	14,410	207
Cedar Rapids	14,408	208
Rochester, N.Y.	14,359	209
Bellingham	14,358	210
Melbourne - Titusville - Palm Bay	14,349	211
Tampa - St. Petersburg - Clearwater	14,347	212
Allentown - Bethlehem	14,344	213
Huntsville	14,324	214
Duluth	14,305	215
Daytona Beach	14,283	216
Spokane	14,253	217
Elmira	14,243	218
Redding	14,153	219
Columbia, Mo.	14,148	220
Riverside - San Bernardino	14,145	221
Fort Collins - Loveland	14,143	222
Athens	14,142	223
Visalia - Tulare - Porterville	14,132	224
State College	14,102	225
Springfield, Ill.	14,095	226
Milwaukee	14,088	227
Syracuse	14,086	228
Davenport - Rock Island - Moline	14,078	229
Santa Rosa - Petaluma	14,076	230
Mobile	14,075	231
Canton	14,053	232
Greenville - Spartanburg	14,036	233
Santa Cruz	14,031	234
Alexandria, La.	14,027	235
Medford	14,025	236
Akron	13,998	237
Fresno	13,991	238
Dayton - Springfield	13,973	239
Clarksville - Hopkinsville	13,971	240
Hickory	13,965	241
Janesville - Beloit	13,954	242
Altoona	13,877	243
Killeen - Temple	13,853	244
Columbus, Ga.	13,844	245
Binghamton	13,780	246
Decatur	13,732	247
Lawrence, Kans.	13,615	248
Aurora - Elgin	13,579	249
Brazoria	13,578	250
Pine Bluff	13,566	251
Appleton - Oshkosh - Neenah	13,489	252
Las Cruces	13,413	253
Richland - Kennewick - Pasco	13,404	254
Waterloo - Cedar Falls	13,359	255
Erie	13,330	256
Youngstown - Warren	13,313	257
Tacoma	13,297	258
Vallejo - Fairfield - Napa	13,290	259
Pittsburgh	13,285	260
Olympia	13,283	261
Williamsport	13,271	262
Montgomery	13,256	263
Boise	13,230	264
Buffalo	13,228	265
Lincoln	13,199	266
Johnson City - Kingsport - Bristol	13,186	267
Pueblo	13,175	268
Wheeling	13,137	269
Augusta	13,132	270
Cumberland	13,132	270
Stockton	13,110	272
Jackson, Mich.	13,085	273
Yakima	13,084	274
Tuscaloosa	13,062	275
Utica - Rome	13,037	276
Tucson	13,033	277
Peoria	13,009	278
Eugene - Springfield	12,960	279
Fort Smith	12,951	280
Battle Creek	12,908	281
Huntington - Ashland	12,853	282
Scranton - Wilkes-Barre	12,775	283
Racine	12,763	284
Chico	12,614	285
Pascagoula	12,496	286
Wausau	12,473	287
Yuba City	12,460	288
Kankakee	12,407	289
Birmingham	12,365	290
Iowa City	12,306	291
Lorain - Elyria	12,306	291
Benton Harbor	12,279	293
York	12,259	294
Muskegon	12,231	295
Kenosha	12,216	296
Provo - Orem	12,093	297
Anderson, S.C.	11,983	298
Salem, Ore.	11,970	299
New York	11,710	300
Sharon	11,681	301
Niagara Falls	11,639	302
Florence, Ala.	11,627	303
Sheboygan	11,577	304
Joliet	11,307	305
Hamilton - Middletown	11,270	306
Jersey City	11,195	307
Danville, Va.	11,184	308
Greeley	11,181	309
Beaver County, Pa.	10,943	310
Bremerton	10,924	311
Steubenville - Weirton	10,826	312
Gadsden	10,539	313
Vancouver	10,418	314
Anniston	10,416	315
Johnstown	10,374	316
Average Above Areas	15,798	
U.S. Average	14,917	

TOTAL RETAIL SALES

Area	($000)	Rank
Los Angeles - Long Beach	47,859,617	1
New York	38,784,867	2
Chicago	33,154,580	3
Philadelphia	26,174,542	4
Boston - Lawrence - Salem - Lowell - Brockton	25,284,770	5
Detroit	23,479,797	6
Washington	22,858,033	7
Houston	20,891,033	8
Nassau - Suffolk	18,013,334	9
Dallas	15,416,879	10
Atlanta	15,274,396	11
Minneapolis - St. Paul	14,867,520	12
Anaheim - Santa Ana	14,426,479	13
St. Louis	14,301,141	14
Baltimore	12,872,140	15
San Francisco	12,013,600	16
Miami - Hialeah	11,979,377	17
San Diego	11,745,639	18
Oakland	11,587,461	19
Pittsburgh	11,151,843	20
Seattle	11,004,876	21
Tampa - St. Petersburg - Clearwater	10,949,718	22
Denver	10,938,512	23
Phoenix	10,724,956	24
Cleveland	10,695,324	25
Newark	10,115,041	26
Kansas City	9,666,861	27
San Jose	9,363,319	28
Riverside - San Bernardino	9,218,191	29
Bergen - Passaic	9,093,022	30
Fort Lauderdale - Hollywood - Pompano Beach	8,124,536	31
Cincinnati	7,814,994	32
Indianapolis	7,567,742	33
New Orleans	7,560,519	34
Fort Worth - Arlington	7,393,053	35
Milwaukee	7,369,238	36
Columbus, Ohio	7,263,121	37
Sacramento	7,233,364	38
Oklahoma City	7,095,775	39
Portland, Ore.	6,986,524	40
Hartford - New Britain - Middletown - Bristol	6,720,220	41
Norfolk - Virginia Beach - Newport News	6,475,831	42
San Antonio	6,431,839	43
Charlotte - Gastonia - Rock Hill	6,117,975	44
Bridgeport - Stamford - Norwalk - Danbury	5,873,912	45
Middlesex - Somerset - Hunterdon	5,808,892	46
Orlando	5,665,310	47
Monmouth - Ocean	5,515,153	48
Memphis	5,514,767	49
Louisville	5,324,260	50
Total Top 50	**687,763,893**	
Nashville	5,236,228	51
Rochester, N.Y.	5,209,563	52
West Palm Beach - Boca Raton - Delray Beach	5,115,709	53
Greensboro - Winston-Salem - High Point	5,098,907	54
Salt Lake City - Ogden	4,976,401	55
Dayton - Springfield	4,912,873	56
Buffalo	4,822,866	57
Honolulu	4,804,259	58
Albany - Schenectady - Troy	4,651,906	59
Providence - Pawtucket - Woonsocket	4,624,561	60
Richmond - Petersburg	4,591,647	61
Jacksonville, Fla.	4,567,174	62
New Haven - Waterbury - Meriden	4,510,941	63
Birmingham	4,237,532	64
Tulsa	4,223,559	65
Austin	4,137,874	66
Toledo	3,901,290	67
Las Vegas	3,839,058	68
Knoxville	3,817,089	69
Raleigh - Durham	3,665,341	70
Worcester - Fitchburg - Leominster	3,653,380	71
Omaha	3,612,578	72
Harrisburg - Lebanon - Carlisle	3,573,073	73
Grand Rapids	3,563,682	74
Scranton - Wilkes-Barre	3,555,379	75
Allentown - Bethlehem	3,553,068	76
Springfield, Mass.	3,483,409	77
Gary - Hammond	3,410,669	78
Akron	3,373,453	79
Syracuse	3,297,616	80
Wilmington, Del.	3,176,504	81
Oxnard - Ventura	3,137,801	82
Greenville - Spartanburg	3,117,321	83
New Bedford - Fall River - Attleboro	3,097,727	84
Tucson	3,079,688	85
Baton Rouge	3,045,147	86
Fresno	2,821,909	87
Little Rock - North Little Rock	2,758,093	88
Lake County, Ill.	2,704,973	89
Albuquerque	2,694,689	90
Wichita	2,611,158	91
Tacoma	2,586,242	92
Youngstown - Warren	2,538,727	93
Bakersfield	2,471,657	94
Flint	2,465,779	95
Anchorage	2,440,434	96
Santa Barbara - Santa Maria - Lompoc	2,411,063	97
Mobile	2,358,934	98
Chattanooga	2,354,728	99
El Paso	2,352,424	100
Total Top 100	**818,009,976**	
Charleston, S.C.	2,351,498	101
Jersey City	2,348,748	102
Des Moines	2,342,367	103
Beaumont - Port Arthur	2,336,877	104
Lansing - East Lansing	2,325,433	105
Saginaw - Bay City - Midland	2,279,285	106
Columbia, S.C.	2,241,618	107
Manchester - Nashua	2,216,597	108
Madison	2,161,418	109
Johnson City - Kingsport - Bristol	2,154,582	110
Corpus Christi	2,139,367	111
Atlantic City	2,132,276	112
Portsmouth - Dover - Rochester	2,093,629	113
Lancaster	2,070,104	114
Canton	2,069,983	115
Jackson, Miss.	2,068,624	116
Colorado Springs	2,060,685	117
Davenport - Rock Island - Moline	2,055,343	118
Lexington-Fayette	2,018,261	119
Shreveport	2,015,095	120
Fort Wayne	2,014,356	121
Spokane	1,965,434	122
Lakeland - Winter Haven	1,915,592	123
Portland, Me.	1,915,077	124
Reading	1,895,090	125
Melbourne - Titusville - Palm Bay	1,881,098	126
Stockton	1,877,289	127
Trenton	1,865,274	128
Santa Rosa - Petaluma	1,842,610	129
Reno	1,825,620	130
Daytona Beach	1,825,309	131
York	1,805,702	132
Sarasota	1,800,962	133
Vallejo - Fairfield - Napa	1,792,859	134
Peoria	1,778,376	135
Evansville	1,765,932	136
Salinas - Seaside - Monterey	1,715,354	137
Augusta	1,703,266	138
Fort Myers - Cape Coral	1,700,861	139
Pensacola	1,675,803	140
Modesto	1,607,880	141
Aurora - Elgin	1,602,306	142
Huntington - Ashland	1,600,207	143
Ann Arbor	1,583,905	144
McAllen - Edinburg - Mission	1,547,735	145
Lafayette, La.	1,541,953	146
Charleston, W.Va.	1,507,716	147
Rockford	1,495,748	148
Utica - Rome	1,491,388	149
Macon - Warner Robins	1,477,979	150
Total Top 150	**913,510,447**	
Orange County, N.Y.	1,470,605	151
Lubbock	1,460,984	152
Boulder - Longmont	1,459,568	153
Appleton - Oshkosh - Neenah	1,458,178	154
South Bend - Mishawaka	1,450,515	155
New London - Norwich	1,449,892	156
Joliet	1,412,273	157
Duluth	1,404,730	158
Springfield, Mo.	1,398,058	159
Montgomery	1,377,300	160
Erie	1,371,644	161
Eugene - Springfield	1,350,404	162
Binghamton	1,344,933	163
Amarillo	1,341,362	164
Kalamazoo	1,314,484	165
Savannah	1,303,570	166
Poughkeepsie	1,300,899	167
Visalia - Tulare - Porterville	1,300,126	168
St. Cloud	1,298,656	169
Roanoke	1,250,309	170
Fayetteville, N.C.	1,246,365	171
Odessa	1,243,034	172
Galveston - Texas City	1,217,865	173
Brownsville - Harlingen	1,205,779	174
Longview - Marshall	1,203,470	175
Fort Pierce	1,176,187	176
Lorain - Elyria	1,171,543	177
Santa Cruz	1,157,564	178
Columbus, Ga.	1,119,980	179
Salem, Ore.	1,119,169	180
Asheville	1,114,944	181
Tallahassee	1,114,424	182
Bradenton	1,108,295	183
Huntsville	1,098,675	184
Springfield, Ill.	1,097,997	185
Gainesville	1,095,615	186
Hickory	1,089,288	187
Hamilton - Middletown	1,080,780	188
Houma - Thibodaux	1,056,586	189
Waco	1,044,297	190
Lincoln	1,044,037	191
Killeen - Temple	1,033,446	192
Biloxi - Gulfport	1,011,365	193
Abilene	1,010,931	194
Green Bay	1,009,362	195
Terre Haute	994,095	196
Johnstown	993,823	197
Lake Charles	986,096	198
Ocala	983,390	199
Midland, Tex.	979,898	200
Total Top 200	**973,837,237**	
Topeka	973,999	201
Fargo - Moorhead	973,638	202
Elkhart - Goshen	968,592	203
Pittsfield	955,655	204
Cedar Rapids	953,832	205
Boise	952,580	206
Champaign - Urbana - Rantoul	938,970	207
Fort Collins - Loveland	929,206	208
Niagara Falls	928,815	209
Wheeling	915,630	210
Tyler	915,408	211
Naples	904,525	212
Billings	899,642	213
Burlington, Vt.	892,803	214
Brazoria	885,266	215
Laredo	877,865	216
Yakima	868,773	217
Wichita Falls	862,828	218
Lima	853,064	219
Parkersburg - Marietta	847,806	220
Provo - Orem	834,423	221
Fort Smith	828,853	222
Chico	824,985	223
Sioux Falls	824,380	224
Bangor	820,223	225
Wilmington, N.C.	811,617	226
Beaver County, Pa.	805,389	227
Vancouver	803,207	228
Waterloo - Cedar Falls	800,211	229
Racine	796,381	230
Joplin	782,708	231
Charlottesville	779,677	232
Fort Walton Beach	774,154	233
Lynchburg	772,208	234
Muncie	766,818	235
Monroe	759,854	236
Eau Claire	757,883	237
Richland - Kennewick - Pasco	754,667	238
Rochester, Minn.	748,278	239
Benton Harbor	744,103	240
Anderson, Ind.	736,043	241
Redding	724,618	242
Medford	723,709	243
Olympia	722,606	244
Bloomington - Normal	718,804	245
Janesville - Beloit	718,649	246
Mansfield	718,201	247
Bryan - College Station	711,808	248
Burlington, N.C.	708,998	249
Lafayette - West Lafayette	708,855	250
Total Top 250	**1,015,118,444**	
Athens	708,514	251
Altoona	706,317	252
Clarksville - Hopkinsville	701,368	253
Panama City	699,715	254
Vineland - Millville - Bridgeton	699,080	255
Dothan	696,138	256
Alexandria, La.	692,926	257
Texarkana	690,158	258
Decatur	687,966	259
San Angelo	681,141	260
Jackson, Mich.	676,518	261
Muskegon	676,371	262
Bremerton	673,988	263
Tuscaloosa	672,674	264
Sioux City	671,602	265
Hagerstown	669,440	266
Battle Creek	662,177	267
Kokomo	653,857	268
Albany, Ga.	640,974	269
Anderson, S.C.	636,316	270
Glens Falls	624,957	271
Steubenville - Weirton	624,683	272
Bellingham	623,129	273
Pueblo	621,866	274
Florence, S.C.	619,112	275
Santa Fe	618,634	276
Florence, Ala.	608,619	277
Williamsport	585,246	278
Lawton	577,571	279
Bismarck	577,254	280
Fayetteville - Springdale	569,127	281
La Crosse	568,997	282
Rapid City	564,271	283
Greeley	555,671	284
Victoria	550,467	285
St. Joseph	550,309	286
Kenosha	549,703	287
State College	548,575	288
Casper	547,036	289
Sherman - Denison	546,724	290
Sharon	546,658	291
Owensboro	546,217	292
Columbia, Mo.	541,887	293
Lewiston - Auburn	540,115	294
Jackson, Tenn.	532,386	295
Pascagoula	531,094	296
Jacksonville, N.C.	524,926	297
Bloomington, Ind.	523,979	298
Cumberland	517,391	299
Wausau	510,161	300
Cheyenne	507,560	301
Las Cruces	505,663	302
Yuba City	500,882	303
Elmira	491,370	304
Dubuque	481,421	305
Great Falls	473,328	306
Kankakee	456,562	307
Anniston	451,009	308
Grand Forks	448,258	309
Danville, Va.	447,367	310
Sheboygan	428,336	311
Pine Bluff	413,763	312
Gadsden	412,079	313
Iowa City	409,802	314
Enid	406,103	315
Lawrence, Kans.	344,448	316
Total Above Areas	**1,052,836,397**	
Percent of U.S.	**81.1960**	
U.S. Total	**1,296,469,715**	

EATING AND DRINKING PLACE SALES

Area	($000)	Rank
Los Angeles - Long Beach	5,299,974	1
New York	4,945,191	2
Chicago	3,216,087	3
Boston - Lawrence - Salem - Lowell - Brockton	3,010,928	4
Philadelphia	2,377,929	5
Washington	2,302,682	6
Houston	2,278,330	7
Detroit	2,099,953	8
San Francisco	1,829,504	9
Anaheim - Santa Ana	1,736,544	10
Dallas	1,732,211	11
Atlanta	1,562,062	12
Nassau - Suffolk	1,411,664	13
Seattle	1,347,912	14
San Diego	1,326,482	15
St. Louis	1,275,534	16
Minneapolis - St. Paul	1,273,084	17
Baltimore	1,253,969	18
Denver	1,169,432	19
Oakland	1,131,078	20
Tampa - St. Petersburg - Clearwater	1,082,623	21
Pittsburgh	1,081,061	22
Miami - Hialeah	1,054,545	23
Phoenix	1,019,053	24
San Jose	995,733	25
Cleveland	985,155	26
Riverside - San Bernardino	959,137	27
New Orleans	956,741	28
Newark	901,796	29
Fort Lauderdale - Hollywood - Pompano Beach	891,002	30
Honolulu	877,940	31
Kansas City	819,676	32
Cincinnati	800,798	33
Bergen - Passaic	796,727	34
Oklahoma City	792,565	35
Sacramento	782,932	36
Portland, Ore.	771,397	37
Fort Worth - Arlington	767,347	38
San Antonio	762,439	39
Milwaukee	731,403	40
Columbus, Ohio	716,689	41
Indianapolis	713,599	42
Hartford - New Britain - Middletown - Bristol	676,444	43
Norfolk - Virginia Beach - Newport News	604,894	44
Orlando	592,987	45
Bridgeport - Stamford - Norwalk - Danbury	526,306	46
Louisville	522,453	47
Buffalo	505,335	48
Rochester, N.Y.	504,140	49
Monmouth - Ocean	503,296	50
Total Top 50	**66,278,763**	
West Palm Beach - Boca Raton - Delray Beach	501,314	51
Charlotte - Gastonia - Rock Hill	500,340	52
Austin	498,256	53
Nashville	472,872	54
Greensboro - Winston-Salem - High Point	471,419	55
Middlesex - Somerset - Hunterdon	467,731	56
Dayton - Springfield	462,196	57
Tulsa	453,135	58
New Haven - Waterbury - Meriden	443,069	59
Providence - Pawtucket - Woonsocket	440,653	60
Jacksonville, Fla.	428,227	61
Memphis	411,332	62
Knoxville	398,492	63
Las Vegas	396,279	64
Salt Lake City - Ogden	381,863	65
Toledo	379,316	66
Albany - Schenectady - Troy	373,836	67
Richmond - Petersburg	365,303	68
Worcester - Fitchburg - Leominster	357,644	69
Springfield, Mass.	352,852	70
Raleigh - Durham	346,086	71
Gary - Hammond	335,691	72
Omaha	333,973	73
Akron	333,289	74
Birmingham	315,186	75
Scranton - Wilkes-Barre	312,761	76
Tucson	307,852	77
Anchorage	304,357	78
Syracuse	304,007	79
Grand Rapids	298,969	80
Atlantic City	295,666	81
Allentown - Bethlehem	294,729	82
Harrisburg - Lebanon - Carlisle	287,526	83
Baton Rouge	287,511	84
Albuquerque	282,406	85
Tacoma	275,378	86
Santa Barbara - Santa Maria - Lompoc	271,654	87
Oxnard - Ventura	265,414	88
Bakersfield	259,163	89
Greenville - Spartanburg	257,667	90
New Bedford - Fall River - Attleboro	256,164	91
El Paso	251,954	92
Fresno	251,466	93
Wilmington, Del.	248,822	94
Little Rock - North Little Rock	246,337	95
Charleston, S.C.	232,541	96
Madison	230,999	97
Corpus Christi	223,382	98
Flint	220,527	99
Wichita	218,285	100
Total Top 100	**83,184,654**	
Youngstown - Warren	218,219	101
Columbia, S.C.	212,670	102
Spokane	211,573	103
Vallejo - Fairfield - Napa	209,425	104
Beaumont - Port Arthur	207,230	105
Des Moines	206,689	106
Davenport - Rock Island - Moline	205,964	107
Lansing - East Lansing	203,466	108
Lexington-Fayette	202,883	109
Daytona Beach	202,531	110
Saginaw - Bay City - Midland	202,513	111
Colorado Springs	199,610	112
Salinas - Seaside - Monterey	198,765	113
Fort Wayne	196,542	114
Lake County, Ill.	193,367	115
Stockton	189,824	116
Shreveport	188,662	117
Lancaster	186,829	118
Canton	185,610	119
Mobile	184,440	120
Santa Rosa - Petaluma	184,351	121
Jersey City	182,202	122
Portsmouth - Dover - Rochester	181,339	123
Manchester - Nashua	179,555	124
Chattanooga	179,364	125
Lafayette, La.	176,820	126
Sarasota	173,166	127
Melbourne - Titusville - Palm Bay	172,054	128
Trenton	166,470	129
Portland, Me.	162,891	130
Reading	160,859	131
Houma - Thibodaux	159,846	132
Reno	159,252	133
Johnson City - Kingsport - Bristol	158,317	134
Pensacola	157,877	135
Boulder - Longmont	156,390	136
Evansville	155,675	137
Peoria	155,010	138
York	154,985	139
Lakeland - Winter Haven	154,249	140
Fort Myers - Cape Coral	149,871	141
Ann Arbor	148,163	142
Aurora - Elgin	147,377	143
Jackson, Miss.	147,035	144
Lubbock	146,877	145
Savannah	146,389	146
New London - Norwich	145,476	147
Eugene - Springfied	143,784	148
Augusta	140,187	149
Amarillo	140,180	150
Total Top 150	**91,977,477**	
Modesto	138,726	151
Santa Cruz	138,133	152
Appleton - Oshkosh - Neenah	135,123	153
Galveston - Texas City	133,295	154
South Bend - Mishawaka	132,958	155
Odessa	131,928	156
Rockford	130,993	157
Duluth	128,442	158
Huntington - Ashland	126,960	159
Erie	126,401	160
Utica - Rome	124,169	161
Kalamazoo	123,825	162
Joliet	121,985	163
McAllen - Edinburg - Mission	121,562	164
Salem, Ore.	120,681	165
Springfield, Mo.	117,891	166
Macon - Warner Robins	115,827	167
Binghamton	115,341	168
Boise	114,521	169
Tallahassee	113,924	170
Brownsville - Harlingen	113,663	171
Gainesville	113,125	172
Killeen - Temple	112,353	173
Fayetteville, N.C.	111,925	174
Roanoke	111,853	175
Biloxi - Gulfport	109,813	176
Longview - Marshall	109,357	177
Charleston, W.Va	107,953	178
Lincoln	107,150	179
Bradenton	106,026	180
Waco	105,819	181
Hamilton - Middletown	105,791	182
Champaign - Urbana - Rantoul	105,361	183
Visalia - Tulare - Porterville	104,914	184
Montgomery	103,398	185
Green Bay	102,572	186
Springfield, Ill.	99,557	187
Huntsville	98,870	188
Vancouver	98,020	189
Poughkeepsie	97,330	190
Asheville	97,243	191
Lorain - Elyria	94,131	192
Hickory	93,411	193
Columbus, Ga.	93,203	194
Orange County, N.Y.	93,016	195
Topeka	90,953	196
Panama City	90,948	197
Abilene	90,576	198
Pittsfield	90,149	199
Niagara Falls	89,572	200
Total Top 200	**97,538,214**	
Burlington, Vt.	87,479	201
Bryan - College Station	87,437	202
Fort Collins - Loveland	87,203	203
Midland, Tex.	85,896	204
Naples	85,676	205
Fargo - Moorhead	84,873	206
Yakima	84,863	207
Billings	84,220	208
Fort Walton Beach	82,957	209
Chico	82,287	210
Cedar Rapids	81,522	211
Fort Pierce	80,490	212
Terre Haute	78,609	213
Wichita Falls	77,851	214
Olympia	77,565	215
Fort Smith	76,882	216
Lake Charles	76,640	217
Bremerton	75,932	218
Elkhart - Goshen	75,570	219
Bellingham	75,478	220
Muncie	75,053	221
Lima	74,545	222
Monroe	73,946	223
Wilmington, N.C.	73,833	224
Tyler	73,487	225
Racine	72,884	226
Wheeling	70,697	227
Lafayette - West Lafayette	70,266	228
Bloomington - Normal	70,021	229
Parkersburg - Marietta	69,568	230
St. Cloud	69,229	231
Richland - Kennewick - Pasco	69,193	232
Waterloo - Cedar Falls	68,923	233
Athens	68,430	234
Benton Harbor	68,160	235
Brazoria	68,132	236
San Angelo	67,664	237
Johnstown	67,054	238
Janesville - Beloit	66,529	239
Sioux Falls	65,396	240
Ocala	64,967	241
Eau Claire	64,477	242
Medford	64,210	243
Battle Creek	64,039	244
Muskegon	62,653	245
Joplin	62,401	246
Lawton	62,134	247
Santa Fe	61,633	248
Lynchburg	61,428	249
Bangor	61,363	250
Total Top 250	**101,199,959**	
Kenosha	60,463	251
Texarkana	59,686	252
Kokomo	59,605	253
Pueblo	59,518	254
Anderson, Ind.	59,404	255
Charlottesville	59,173	256
Redding	58,929	257
Clarksville - Hopkinsville	58,827	258
Jackson, Mich.	57,844	259
Glens Falls	57,449	260
Laredo	57,258	261
Mansfield	57,046	262
Beaver County, Pa.	57,023	263
State College	56,808	264
Burlington, N.C.	56,724	265
Bloomington, Ind.	55,533	266
La Crosse	55,465	267
Alexandria, La.	55,266	268
Fayetteville - Springdale	54,528	269
Decatur	54,496	270
Rochester, Minn.	54,169	271
Albany, Ga.	53,927	272
Tuscaloosa	52,801	273
Provo - Orem	52,784	274
Owensboro	52,523	275
Columbia, Mo.	51,631	276
Sioux City	51,580	277
Steubenville - Weirton	51,332	278
Greeley	50,026	279
Sharon	49,473	280
Dothan	49,357	281
Altoona	48,746	282
Yuba City	47,437	283
Rapid City	47,376	284
Bismarck	47,238	285
Las Cruces	46,772	286
Jacksonville, N.C.	46,763	287
Anderson, S.C.	46,522	288
Victoria	46,137	289
Cheyenne	45,613	290
Great Falls	45,606	291
Kankakee	45,598	292
Sherman - Denison	45,549	293
Casper	45,454	294
Vineland - Millville - Bridgeton	45,101	295
Iowa City	45,050	296
Florence, Ala.	43,853	297
St. Joseph	43,387	298
Cumberland	42,942	299
Williamsport	42,842	300
Dubuque	42,542	301
Enid	42,352	302
Pascagoula	41,982	303
Florence, S.C.	40,961	304
Elmira	40,657	305
Sheboygan	39,339	306
Jackson, Tenn.	39,044	307
Hagerstown	38,229	308
Lawrence, Kans.	38,019	309
Lewiston - Auburn	37,832	310
Danville, Va.	37,721	311
Wausau	34,252	312
Gadsden	33,367	313
Anniston	31,992	314
Grand Forks	28,913	315
Pine Bluff	28,381	316
Total Above Areas	**104,384,176**	
Percent of U.S.	**84.1570**	
U.S. Total	**124,035,813**	

FOOD STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	9,670,514	1
New York	7,815,956	2
Chicago	5,794,937	3
Philadelphia	5,178,575	4
Detroit	4,494,607	5
Boston - Lawrence - Salem - Lowell - Brockton	4,416,741	6
Washington	4,301,898	7
Houston	4,176,878	8
Nassau - Suffolk	3,671,437	9
St. Louis	3,003,179	10
Dallas	2,811,676	11
Anaheim - Santa Ana	2,737,929	12
Atlanta	2,673,926	13
Minneapolis - St. Paul	2,626,464	14
Baltimore	2,515,898	15
Pittsburgh	2,392,947	16
Phoenix	2,392,019	17
Oakland	2,373,522	18
Tampa - St. Petersburg - Clearwater	2,354,277	19
Denver	2,258,260	20
San Diego	2,246,213	21
Newark	2,245,464	22
Cleveland	2,236,298	23
Seattle	2,234,250	24
San Francisco	2,231,772	25
Riverside - San Bernardino	2,146,975	26
Miami - Hialeah	1,958,688	27
Kansas City	1,807,046	28
San Jose	1,750,828	29
Bergen - Passaic	1,745,640	30
New Orleans	1,719,101	31
Cincinnati	1,620,362	32
Sacramento	1,545,604	33
Fort Worth - Arlington	1,506,930	34
Milwaukee	1,504,536	35
Columbus, Ohio	1,451,236	36
Fort Lauderdale - Hollywood - Pompano Beach	1,408,478	37
Charlotte - Gastonia - Rock Hill	1,394,393	38
San Antonio	1,390,785	39
Hartford - New Britain - Middletown - Bristol	1,309,633	40
Indianapolis	1,287,291	41
Oklahoma City	1,269,856	42
Middlesex - Somerset - Hunterdon	1,255,360	43
Buffalo	1,239,925	44
Monmouth - Ocean	1,212,130	45
Portland, Ore.	1,207,598	46
Norfolk - Virginia Beach - Newport News	1,203,317	47
Rochester, N.Y.	1,142,245	48
Memphis	1,137,427	49
Louisville	1,118,325	50
Total Top 50	**125,189,346**	
Bridgeport - Stamford - Norwalk - Danbury	1,111,608	51
Salt Lake City - Ogden	1,092,515	52
Albany - Schenectady - Troy	1,079,267	53
Nashville	1,076,163	54
Orlando	1,040,223	55
Dayton - Springfield	1,027,433	56
Greensboro - Winston-Salem - High Point	994,641	57
West Palm Beach - Boca Raton - Delray Beach	988,805	58
Birmingham	974,658	59
New Haven - Waterbury - Meriden	966,465	60
Providence - Pawtucket - Woonsocket	965,004	61
Richmond - Petersburg	936,852	62
Tulsa	862,989	63
Knoxville	842,903	64
Honolulu	832,535	65
Jacksonville, Fla.	831,534	66
Las Vegas	812,026	67
Syracuse	808,061	68
Scranton - Wilkes-Barre	802,040	69
New Bedford - Fall River - Attleboro	791,921	70
Toledo	786,774	71
Austin	780,426	72
Harrisburg - Lebanon - Carlisle	771,280	73
Akron	757,408	74
Raleigh - Durham	735,296	75
Gary - Hammond	733,622	76
Allentown - Bethlehem	730,980	77
Springfield, Mass.	730,534	78
Omaha	705,883	79
Tucson	690,950	80
Worcester - Fitchburg - Leominster	686,470	81
Greenville - Spartanburg	685,538	82
Baton Rouge	681,270	83
Oxnard - Ventura	678,402	84
Jersey City	631,485	85
Fresno	620,377	86
Wilmington, Del.	596,777	87
Mobile	586,317	88
Bakersfield	585,619	89
Chattanooga	578,076	90
Albuquerque	568,614	91
Grand Rapids	554,922	92
Youngstown - Warren	537,095	93
Des Moines	526,843	94
Little Rock - North Little Rock	525,197	95
Tacoma	524,190	96
Charleston, S.C.	515,204	97
Johnson City - Kingsport - Bristol	500,876	98
Wichita	499,851	99
Corpus Christi	485,566	100
Total Top 100	**163,018,831**	
Beaumont - Port Arthur	481,979	101
Canton	478,300	102
Santa Barbara - Santa Maria - Lompoc	469,757	103
Lancaster	463,964	104
Atlantic City	457,033	105
El Paso	456,607	106
Lakeland - Winter Haven	450,176	107
Portsmouth - Dover - Rochester	448,228	108
Vallejo - Fairfield - Napa	444,380	109
Spokane	434,133	110
Santa Rosa - Petaluma	433,234	111
Saginaw - Bay City - Midland	431,243	112
Stockton	425,031	113
Lansing - East Lansing	423,846	114
Flint	420,272	115
Jackson, Miss.	415,789	116
Columbia, S.C.	412,166	117
Manchester - Nashua	410,090	118
Davenport - Rock Island - Moline	402,048	119
York	401,907	120
Daytona Beach	400,896	121
Lexington-Fayette	396,404	122
Shreveport	394,688	123
Lake County, Ill.	391,237	124
Trenton	389,856	125
Fort Wayne	387,003	126
Portland, Me.	385,302	127
Colorado Springs	380,370	128
Modesto	378,400	129
Evansville	365,509	130
Utica - Rome	364,186	131
Fort Myers - Cape Coral	361,057	132
Reading	360,351	133
Reno	360,058	134
Anchorage	359,583	135
Peoria	358,806	136
Pensacola	353,344	137
Orange County, N.Y.	349,911	138
Huntington - Ashland	349,882	139
Augusta	348,197	140
Madison	345,772	141
Melbourne - Titusville - Palm Bay	341,792	142
Boulder - Longmont	337,334	143
Sarasota	336,482	144
Charleston, W.Va.	334,219	145
McAllen - Edinburg - Mission	322,160	146
Visalia - Tulare - Porterville	320,988	147
Binghamton	319,953	148
Aurora - Elgin	318,477	149
Galveston - Texas City	314,071	150
Total Top 150	**182,545,502**	
Poughkeepsie	314,071	150
Erie	307,557	152
Salinas - Seaside - Monterey	307,415	153
Macon - Warner Robins	299,332	154
Duluth	295,697	155
Rockford	294,305	156
Springfield, Mo.	289,570	157
Montgomery	288,174	158
Brownsville - Harlingen	285,656	159
Lorain - Elyria	282,865	160
New London - Norwich	281,396	161
Eugene - Springfield	280,250	162
Santa Cruz	277,182	163
Roanoke	276,514	164
Lafayette, La.	272,596	165
Appleton - Oshkosh - Neenah	270,310	166
Hamilton - Middletown	267,592	167
Joliet	267,411	168
South Bend - Mishawaka	263,766	169
Lubbock	261,316	170
Fort Pierce	257,689	171
Brazoria	255,422	172
Savannah	255,018	173
Amarillo	252,003	174
Longview - Marshall	249,683	175
Gainesville	249,439	176
Hickory	248,534	177
Niagara Falls	247,431	178
Ann Arbor	242,990	179
Johnstown	241,596	180
Lake Charles	241,319	181
Fayetteville, N.C.	240,351	182
Houma - Thibodaux	234,924	183
Boise	231,361	184
Tallahassee	231,297	185
Chico	228,145	186
Odessa	225,939	187
Bradenton	224,777	188
Waco	222,989	189
Killeen - Temple	222,138	190
Beaver County, Pa.	220,935	191
Salem, Ore.	219,527	192
Pittsfield	218,168	193
Huntsville	215,974	194
Topeka	213,314	195
Asheville	213,195	196
Yakima	211,572	197
Elkhart - Goshen	210,623	198
Biloxi - Gulfport	209,459	199
Wheeling	208,016	200
Total Top 200	**195,172,305**	
Cedar Rapids	205,498	201
Fort Collins - Loveland	203,287	202
Ocala	201,726	203
Columbus, Ga.	201,499	204
Lincoln	200,786	205
Springfield, Ill.	198,945	206
Vancouver	195,969	207
Provo - Orem	193,061	208
Naples	190,387	209
Laredo	185,373	210
Kalamazoo	184,438	211
Midland, Tex.	183,723	212
Racine	181,295	213
Richland - Kennewick - Pasco	179,481	214
Vineland - Millville - Bridgeton	178,654	215
Olympia	178,626	216
Redding	176,972	217
Bangor	172,897	218
Joplin	172,657	219
Billings	172,560	220
Burlington, Vt.	172,431	221
Steubenville - Weirton	172,327	222
St. Cloud	171,609	223
Tuscaloosa	171,441	224
Anderson, Ind.	170,627	225
Parkersburg - Marietta	170,259	226
Terre Haute	169,021	227
Lynchburg	168,196	228
Abilene	166,839	229
Lima	166,548	230
Charlottesville	165,117	231
Tyler	163,934	232
Waterloo - Cedar Falls	162,145	233
Pueblo	161,180	234
Altoona	160,378	235
Bremerton	159,767	236
Champaign - Urbana - Rantoul	158,906	237
Bryan - College Station	155,546	238
Glens Falls	155,517	239
Athens	154,665	240
Pascagoula	151,630	241
Anderson, S.C.	149,513	242
Fort Smith	149,247	243
Monroe	148,083	244
Wilmington, N.C.	147,696	245
Janesville - Beloit	146,997	246
Sioux City	146,920	247
Green Bay	146,523	248
Kenosha	144,153	249
Fargo - Moorhead	143,721	250
Total Top 250	**203,700,975**	
Muncie	143,072	251
Benton Harbor	142,711	252
Bellingham	142,363	253
Wichita Falls	142,245	254
Clarksville - Hopkinsville	142,198	255
Texarkana	141,937	256
Williamsport	141,921	257
Alexandria, La.	141,632	258
Dothan	140,417	259
Muskegon	138,229	260
Greeley	137,347	261
Burlington, N.C.	137,335	262
Lewiston - Auburn	137,226	263
Fort Walton Beach	133,717	264
Sioux Falls	133,599	265
San Angelo	132,255	266
Medford	130,986	267
Mansfield	130,646	268
Rochester, Minn.	130,497	269
St. Joseph	129,687	270
Albany, Ga.	129,370	271
Lawton	128,943	272
Decatur	128,916	273
Santa Fe	128,670	274
Florence, Ala.	126,022	275
Florence, S.C.	123,877	276
Columbia, Mo.	122,577	277
Bloomington - Normal	122,516	278
Sharon	122,343	279
Battle Creek	122,218	280
Kokomo	122,162	281
Eau Claire	121,557	282
Yuba City	121,255	283
Jackson, Mich.	118,321	284
Casper	117,241	285
Owensboro	117,178	286
Lafayette - West Lafayette	116,919	287
Hagerstown	115,082	288
Gadsden	113,933	289
Danville, Va.	112,559	290
State College	110,889	291
Fayetteville - Springdale	110,196	292
Cumberland	108,474	293
Victoria	108,362	294
Panama City	106,560	295
Sherman - Denison	104,635	296
La Crosse	102,918	297
Bloomington, Ind.	102,646	298
Jacksonville, N.C.	101,712	299
Wausau	100,818	300
Rapid City	100,233	301
Las Cruces	99,810	302
Dubuque	98,409	303
Anniston	97,755	304
Kankakee	97,478	305
Elmira	96,425	306
Jackson, Tenn.	94,545	307
Sheboygan	94,449	308
Pine Bluff	93,147	309
Bismarck	89,632	310
Iowa City	86,955	311
Enid	86,700	312
Great Falls	86,542	313
Cheyenne	79,318	314
Lawrence, Kans.	72,241	315
Grand Forks	55,457	316
Total Above Areas	**211,368,961**	
Percent of U.S.	**78.0446**	
U.S. Total	**270,831,166**	

AUTOMOTIVE DEALER SALES

Area	($000)	Rank
Los Angeles - Long Beach	10,284,489	1
Chicago	6,155,029	2
Detroit	5,452,772	3
Philadelphia	5,291,713	4
Washington	5,228,319	5
Boston - Lawrence - Salem - Lowell - Brockton	4,817,195	6
New York	4,569,065	7
Houston	4,452,249	8
Atlanta	3,728,300	9
Minneapolis - St. Paul	3,438,529	10
Dallas	3,395,796	11
Anaheim - Santa Ana	3,241,442	12
Miami - Hialeah	3,235,318	13
Nassau - Suffolk	3,195,924	14
St. Louis	3,160,605	15
Baltimore	2,830,444	16
Tampa - St. Petersburg - Clearwater	2,748,411	17
San Diego	2,694,943	18
Oakland	2,519,355	19
Fort Lauderdale - Hollywood - Pompano Beach	2,402,153	20
Kansas City	2,344,796	21
Pittsburgh	2,290,427	22
San Francisco	2,128,061	23
Phoenix	2,120,195	24
Seattle	2,109,891	25
Denver	2,084,004	26
San Jose	2,059,584	27
Cleveland	2,034,665	28
Newark	2,031,927	29
Riverside - San Bernardino	1,947,303	30
Oklahoma City	1,739,931	31
Indianapolis	1,733,976	32
Bergen - Passaic	1,697,132	33
Fort Worth - Arlington	1,631,931	34
Orlando	1,619,382	35
Sacramento	1,600,143	36
Columbus, Ohio	1,589,744	37
Charlotte - Gastonia - Rock Hill	1,570,180	38
Norfolk - Virginia Beach - Newport News	1,496,351	39
Cincinnati	1,488,904	40
Milwaukee	1,473,944	41
Portland, Ore.	1,431,509	42
Monmouth - Ocean	1,375,675	43
West Palm Beach - Boca Raton - Delray Beach	1,335,527	44
Hartford - New Britain - Middletown - Bristol	1,334,237	45
Memphis	1,283,518	46
Jacksonville, Fla.	1,253,318	47
Nashville	1,232,153	48
Greensboro - Winston-Salem - High Point	1,231,227	49
San Antonio	1,214,134	50
Total Top 50	**133,325,820**	
New Orleans	1,194,555	51
Rochester, N.Y.	1,177,041	52
Bridgeport - Stamford - Norwalk - Danbury	1,130,176	53
Louisville	1,057,670	54
Middlesex - Somerset - Hunterdon	1,028,398	55
Richmond - Petersburg	1,017,086	56
Birmingham	1,012,996	57
Dayton - Springfield	999,252	58
Salt Lake City - Ogden	959,318	59
Tulsa	952,142	60
Lake County, Ill.	921,683	61
Albany - Schenectady - Troy	918,727	62
Buffalo	900,578	63
Austin	869,779	64
Raleigh - Durham	868,724	65
Grand Rapids	836,433	66
Omaha	819,478	67
New Haven - Waterbury - Meriden	810,535	68
Knoxville	805,651	69
Oxnard - Ventura	791,835	70
Toledo	773,553	71
Providence - Pawtucket - Woonsocket	767,394	72
Allentown - Bethlehem	743,215	73
Harrisburg - Lebanon - Carlisle	715,342	74
Wilmington, Del.	713,941	75
Las Vegas	703,592	76
Worcester - Fitchburg - Leominster	697,759	77
Syracuse	694,287	78
Greenville - Spartanburg	670,648	79
Akron	659,044	80
Wichita	650,791	81
Gary - Hammond	646,677	82
Fresno	640,322	83
Scranton - Wilkes-Barre	639,828	84
Honolulu	622,781	85
Little Rock - North Little Rock	618,191	86
Charleston, S.C.	611,110	87
Springfield, Mass.	610,446	88
New Bedford - Fall River - Attleboro	597,636	89
Tucson	588,467	90
Flint	581,468	91
Tacoma	564,960	92
Johnson City - Kingsport - Bristol	562,463	93
Albuquerque	555,152	94
Baton Rouge	544,949	95
Bakersfield	536,088	96
Mobile	528,162	97
Lakeland - Winter Haven	524,782	98
Columbia, S.C.	524,478	99
Chattanooga	518,255	100
Total Top 100	**171,303,658**	
Lansing - East Lansing	513,278	101
Jackson, Miss.	507,432	102
Des Moines	507,424	103
Melbourne - Titusville - Palm Bay	505,824	104
Saginaw - Bay City - Midland	493,376	105
Beaumont - Port Arthur	488,767	106
Davenport - Rock Island - Moline	461,189	107
Youngstown - Warren	455,485	108
Manchester - Nashua	453,819	109
Portsmouth - Dover - Rochester	447,584	110
Colorado Springs	446,059	111
Corpus Christi	441,482	112
Sarasota	441,254	113
Madison	441,150	114
El Paso	436,087	115
Anchorage	435,959	116
Santa Barbara - Santa Maria - Lompoc	428,162	117
Pensacola	423,270	118
Spokane	421,971	119
Lexington-Fayette	420,952	120
Canton	418,171	121
Daytona Beach	417,939	122
Fort Wayne	416,146	123
Lancaster	412,901	124
Macon - Warner Robins	406,292	125
Stockton	405,617	126
Peoria	404,810	127
Reading	404,515	128
Augusta	400,907	129
Charleston, W.Va.	400,346	130
Fort Myers - Cape Coral	399,888	131
Salinas - Seaside - Monterey	388,399	132
Shreveport	387,664	133
York	380,034	134
Jersey City	375,015	135
Vallejo - Fairfield - Napa	372,654	136
Lubbock	370,271	137
Atlantic City	356,044	138
New London - Norwich	353,427	139
Montgomery	351,408	140
Evansville	347,649	141
Elkhart - Goshen	345,429	142
Ann Arbor	338,086	143
Bradenton	336,814	144
Santa Rosa - Petaluma	336,591	145
Portland, Me.	333,444	146
Springfield, Mo.	332,478	147
Amarillo	330,714	148
Rockford	328,672	149
Reno	322,983	150
Total Top 150	**191,549,490**	
Fort Pierce	322,177	151
Joliet	317,390	152
South Bend - Mishawaka	311,857	153
Trenton	311,133	154
Fayetteville, N.C.	307,059	155
Columbus, Ga.	303,559	156
Savannah	301,708	157
Eugene - Springfield	297,280	158
Longview - Marshall	291,074	159
Visalia - Tulare - Porterville	290,508	160
Boulder - Longmont	286,354	161
Modesto	286,190	162
Lafayette, La.	286,172	163
Odessa	286,016	164
Appleton - Oshkosh - Neenah	285,257	165
Huntington - Ashland	284,845	166
Aurora - Elgin	282,125	167
Erie	275,509	168
Orange County, N.Y.	275,113	169
Huntsville	274,626	170
Utica - Rome	269,821	171
Asheville	268,296	172
Binghamton	268,161	173
Fargo - Moorhead	264,026	174
Lorain - Elyria	261,732	175
Gainesville	259,716	176
McAllen - Edinburg - Mission	257,679	177
Kalamazoo	256,581	178
Poughkeepsie	253,945	179
Biloxi - Gulfport	251,025	180
Hamilton - Middletown	247,940	181
Hickory	244,838	182
Galveston - Texas City	244,067	183
Abilene	234,000	184
Salem, Ore.	232,754	185
Santa Cruz	229,470	186
Killeen - Temple	228,597	187
Roanoke	227,325	188
Lincoln	220,957	189
Topeka	218,748	190
Duluth	216,338	191
Sioux Falls	212,785	192
Springfield, Ill.	210,594	193
Waco	210,418	194
Ocala	209,492	195
Naples	208,466	196
Burlington, Vt.	207,178	197
Panama City	205,783	198
St. Cloud	203,842	199
Green Bay	202,270	200
Total Top 200	**204,452,286**	
Johnstown	202,139	201
Houma - Thibodaux	201,885	202
Wilmington, N.C.	201,214	203
Tyler	200,563	204
Brownsville - Harlingen	200,544	205
Tallahassee	198,768	206
Wichita Falls	197,777	207
Clarksville - Hopkinsville	197,364	208
Terre Haute	195,015	209
Joplin	194,161	210
Fort Walton Beach	190,406	211
Burlington, N.C.	189,605	212
Eau Claire	189,345	213
Bangor	188,876	214
Dothan	187,973	215
Parkersburg - Marietta	187,692	216
Cedar Rapids	186,198	217
Yakima	185,282	218
Brazoria	184,920	219
Waterloo - Cedar Falls	184,895	220
Rochester, Minn.	180,097	221
Fort Collins - Loveland	178,315	222
Billings	176,208	223
Niagara Falls	174,752	224
Boise	172,755	225
Champaign - Urbana - Rantoul	171,628	226
Pittsfield	171,146	227
Fort Smith	167,856	228
Bismarck	164,550	229
Midland, Tex.	164,127	230
Lake Charles	162,958	231
Wheeling	161,725	232
Lima	161,261	233
Anderson, Ind.	160,968	234
Lafayette - West Lafayette	160,491	235
Kokomo	159,159	236
Altoona	158,373	237
Medford	155,032	238
Jacksonville, N.C.	153,854	239
Provo - Orem	153,300	240
San Angelo	152,949	241
Albany, Ga.	151,924	242
Mansfield	151,718	243
Racine	149,570	244
Athens	148,551	245
Lynchburg	148,403	246
Florence, S.C.	147,136	247
Monroe	146,754	248
Florence, Ala.	146,445	249
Chico	145,939	250
Total Top 250	**213,115,372**	
Muncie	145,898	251
Vineland - Millville - Bridgeton	143,909	252
Rapid City	142,902	253
Decatur	142,152	254
Bloomington - Normal	141,470	255
Sioux City	140,410	256
Anderson, S.C.	139,638	257
St. Joseph	139,553	258
Richland - Kennewick - Pasco	138,429	259
Benton Harbor	138,410	260
Vancouver	136,448	261
Battle Creek	134,534	262
Charlottesville	134,108	263
Alexandria, La.	131,458	264
Grand Forks	130,803	265
Tuscaloosa	130,624	266
Sharon	130,541	267
Casper	130,402	268
Bremerton	130,243	269
Texarkana	128,406	270
Hagerstown	128,402	271
Redding	128,286	272
Williamsport	126,820	273
Sherman - Denison	125,940	274
Muskegon	125,587	275
Greeley	124,710	276
Lawton	124,419	277
Olympia	122,688	278
Lewiston - Auburn	122,437	279
Columbia, Mo.	120,811	280
Santa Fe	120,521	281
Janesville - Beloit	118,488	282
Glens Falls	116,747	283
La Crosse	115,153	284
Beaver County, Pa.	115,095	285
Steubenville - Weirton	114,145	286
Bryan - College Station	113,855	287
Bellingham	113,275	288
Fayetteville - Springdale	109,506	289
Victoria	108,739	290
Jackson, Mich.	107,322	291
Danville, Va.	106,610	292
Kankakee	105,751	293
Anniston	105,097	294
Wausau	104,371	295
Owensboro	103,196	296
Jackson, Tenn.	102,913	297
Las Cruces	100,729	298
Pascagoula	100,690	299
Great Falls	99,946	300
State College	99,751	301
Pueblo	99,520	302
Bloomington, Ind.	99,515	303
Dubuque	98,581	304
Elmira	98,092	305
Cheyenne	93,144	306
Yuba City	93,091	307
Enid	92,697	308
Cumberland	87,768	309
Laredo	87,524	310
Pine Bluff	86,455	311
Lawrence, Kans.	86,340	312
Sheboygan	83,671	313
Gadsden	80,370	314
Kenosha	77,437	315
Iowa City	72,925	316
Total Above Areas	**220,714,840**	
Percent of U.S.	**80.9804**	
U.S. Total	**272,833,000**	

GENERAL MERCHANDISE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	5,473,944	1
New York	4,431,828	2
Chicago	3,996,413	3
Philadelphia	3,242,336	4
Washington	2,859,661	5
Boston - Lawrence - Salem - Lowell - Brockton	2,819,411	6
Detroit	2,774,584	7
Houston	2,431,128	8
Minneapolis - St. Paul	2,166,209	9
St. Louis	2,070,017	10
Atlanta	1,962,366	11
Nassau - Suffolk	1,912,108	12
Anaheim - Santa Ana	1,775,208	13
Dallas	1,738.468	14
Pittsburgh	1,658,909	15
San Diego	1,559,210	16
Baltimore	1,539,227	17
Cleveland	1,520,798	18
Oakland	1,490,948	19
Miami - Hialeah	1,382,480	20
San Francisco	1,366,221	21
Kansas City	1,361,738	22
Denver	1,300,229	23
Tampa - St. Petersburg - Clearwater	1,295,837	24
Portland, Ore.	1,288,803	25
San Jose	1,274,844	26
Cincinnati	1,258,367	27
Seattle	1,234,238	28
Phoenix	1,210,472	29
Riverside - San Bernardino	1,138,732	30
Bergen - Passaic	1,053,332	31
Milwaukee	971,136	32
Columbus, Ohio	965,994	33
Indianapolis	936,685	34
Fort Worth - Arlington	914,973	35
Newark	867,364	36
New Orleans	862,513	37
Oklahoma City	854,120	38
Fort Lauderdale - Hollywood - Pompano Beach	841,158	39
Sacramento	825,696	40
Louisville	805,981	41
Norfolk - Virginia Beach - Newport News	788,241	42
San Antonio	778,421	43
Memphis	741,892	44
Nashville	728,859	45
Hartford - New Britain - Middletown - Bristol	713,703	46
Honolulu	699,173	47
Dayton - Springfield	693,545	48
Bridgeport - Stamford - Norwalk - Danbury	665,027	49
Salt Lake City - Ogden	658,903	50
Total Top 50	**77,901,450**	
Toledo	654,599	51
Middlesex - Somerset - Hunterdon	649,683	52
Orlando	632,939	53
Charlotte - Gastonia - Rock Hill	632,286	54
Richmond - Petersburg	614,853	55
Greensboro - Winston-Salem - High Point	576,784	56
Grand Rapids	574,481	57
Providence - Pawtucket - Woonsocket	565,307	58
West Palm Beach - Boca Raton - Delray Beach	564,033	59
Rochester, N.Y.	555,510	60
New Haven - Waterbury - Meriden	549,861	61
Monmouth - Ocean	540,144	62
Buffalo	539,211	63
Las Vegas	485,257	64
Worcester - Fitchburg - Leominster	484,073	65
Tulsa	483,460	66
Omaha	482,530	67
Scranton - Wilkes-Barre	481,811	68
Albany - Schenectady - Troy	473,873	69
Knoxville	472,020	70
Raleigh - Durham	471,476	71
Birmingham	471,283	72
Jacksonville, Fla.	460,867	73
Austin	459,790	74
Flint	452,529	75
Springfield, Mass.	440,701	76
Wilmington, Del.	434,822	77
Baton Rouge	432,286	78
Oxnard - Ventura	424,554	79
Tucson	424,510	80
Akron	424,484	81
Allentown - Bethlehem	417,216	82
Youngstown - Warren	413,739	83
Harrisburg - Lebanon - Carlisle	408,446	84
Gary - Hammond	402,527	85
Wichita	401,037	86
Lansing - East Lansing	390,822	87
Little Rock - North Little Rock	383,616	88
Greenville - Spartanburg	378,954	89
El Paso	364,522	90
Manchester - Nashua	364,114	91
Saginaw - Bay City - Midland	354,357	92
Des Moines	338,558	93
Lexington-Fayette	334,004	94
Syracuse	328,597	95
Jackson, Miss.	324,107	96
Fresno	322,177	97
Tacoma	321,728	98
Albuquerque	321,054	99
New Bedford - Fall River - Attleboro	317,941	100
Total Top 100	**100,698,983**	
Mobile	314,964	101
Anchorage	310,472	102
Huntington - Ashland	303,782	103
Columbia, S.C.	299,350	104
Johnson City - Kingsport - Bristol	297,390	105
Chattanooga	297,304	106
Davenport - Rock Island - Moline	291,560	107
Beaumont - Port Arthur	285,497	108
Reno	282,206	109
Colorado Springs	272,186	110
Shreveport	270,705	111
Fort Wayne	266,771	112
Charleston, S.C.	265,721	113
Melbourne - Titusville - Palm Bay	260,545	114
Pensacola	259,428	115
Canton	259,153	116
Kalamazoo	256,651	117
Madison	255,666	118
Evansville	253,045	119
Spokane	251,774	120
Peoria	249,349	121
Ann Arbor	246,863	122
Trenton	244,903	123
Lake County, Ill.	244,294	124
Bakersfield	239,195	125
Springfield, Mo.	231,069	126
Reading	230,615	127
Lakeland - Winter Haven	227,681	128
Corpus Christi	224,302	129
Santa Barbara - Santa Maria - Lompoc	224,176	130
McAllen - Edinburg - Mission	224,140	131
Augusta	224,052	132
Lancaster	223,596	133
Lafayette, La.	223,039	134
York	217,872	135
Stockton	217,022	136
Appleton - Oshkosh - Neenah	215,393	137
Rockford	211,226	138
South Bend - Mishawaka	210,847	139
Green Bay	210,211	140
Daytona Beach	204,501	141
Modesto	203,594	142
Santa Rosa - Petaluma	201,112	143
Montgomery	200,099	144
Sarasota	199,949	145
Fort Myers - Cape Coral	199,414	146
Macon - Warner Robins	198,488	147
Eugene - Springfield	198,117	148
Portland, Me.	198,090	149
Duluth	194,513	150
Total Top 150	**112,790,876**	
Aurora - Elgin	194,114	151
Atlantic City	192,376	152
Fayetteville, N.C.	191,050	153
Charleston, W.Va.	190,718	154
Salem, Ore.	190,460	155
Roanoke	186,043	156
Lubbock	185,001	157
Orange County, N.Y.	183,814	158
Salinas - Seaside - Monterey	180,160	159
Tallahassee	179,937	160
Cedar Rapids	172,462	161
Odessa	171,520	162
Vallejo - Fairfield - Napa	169,224	163
Wheeling	168,270	164
Savannah	167,610	165
Portsmouth - Dover - Rochester	166,972	166
Erie	166,859	167
Biloxi - Gulfport	162,702	168
Springfield, Ill.	161,876	169
Lorain - Elyria	161,730	170
Huntsville	161,471	171
Visalia - Tulare - Porterville	157,691	172
Killeen - Temple	156,839	173
Columbus, Ga.	155,056	174
Utica - Rome	153,769	175
Brownsville - Harlingen	153,001	176
Binghamton	152,768	177
Beaver County, Pa.	151,916	178
Joliet	150,414	179
Lincoln	149,564	180
Longview - Marshall	149,336	181
Lima	149,086	182
Amarillo	146,368	183
Vancouver	146,257	184
Waco	144,555	185
Jackson, Mich.	140,575	186
Poughkeepsie	140,520	187
Laredo	140,252	188
Tyler	138,936	189
Asheville	138,367	190
Topeka	138,331	191
Champaign - Urbana - Rantoul	137,421	192
Mansfield	135,345	193
Wichita Falls	134,942	194
Muskegon	134,386	195
Parkersburg - Marietta	134,384	196
Midland, Tex.	133,361	197
Gainesville	133,282	198
Abilene	129,383	199
Lynchburg	129,280	200
Total Top 200	**120,650,630**	
Houma - Thibodaux	128,115	201
Terre Haute	127,730	202
Hamilton - Middletown	127,156	203
Billings	127,048	204
Boulder - Longmont	126,247	205
Johnstown	126,023	206
Niagara Falls	125,356	207
Janesville - Beloit	122,234	208
Fargo - Moorhead	122,092	209
Fort Smith	122,042	210
Wilmington, N.C.	118,154	211
Rochester, Minn.	117,668	212
Joplin	117,197	213
Lake Charles	115,206	214
Fayetteville - Springdale	115,082	215
Bradenton	114,793	216
Benton Harbor	114,786	217
Provo - Orem	112,402	218
Galveston - Texas City	111,971	219
Medford	111,946	220
Ocala	111,732	221
Jackson, Tenn.	111,523	222
Decatur	111,156	223
Sioux Falls	110,160	224
New London - Norwich	109,961	225
Battle Creek	109,838	226
Lafayette - West Lafayette	109,323	227
Jersey City	109,256	228
Monroe	108,407	229
Waterloo - Cedar Falls	108,288	230
Fort Collins - Loveland	107,504	231
Bryan - College Station	106,680	232
Charlottesville	106,597	233
Fort Walton Beach	106,481	234
Racine	106,424	235
Athens	106,172	236
Olympia	105,397	237
St. Cloud	104,783	238
Yakima	104,518	239
Bloomington - Normal	103,387	240
Altoona	103,268	241
Richland - Kennewick - Pasco	102,208	242
Fort Pierce	102,024	243
Hickory	101,294	244
Bangor	101,181	245
Alexandria, La.	100,979	246
Clarksville - Hopkinsville	100,961	247
Lawton	99,599	248
Sioux City	98,729	249
Eau Claire	98,185	250
Total Top 250	**126,219,893**	
Florence, Ala.	98,114	251
Dothan	97,415	252
Tuscaloosa	96,725	253
Pascagoula	95,570	254
Cumberland	95,308	255
Grand Forks	94,139	256
St. Joseph	93,862	257
Texarkana	93,735	258
Pueblo	93,275	259
Pittsfield	92,569	260
Albany, Ga.	92,528	261
La Crosse	92,341	262
Burlington, Vt.	92,242	263
Muncie	91,887	264
San Angelo	91,838	265
Santa Cruz	91,784	266
Elmira	91,629	267
Brazoria	89,855	268
Owensboro	87,867	269
Anderson, Ind.	87,644	270
Bismarck	87,493	271
Chico	85,082	272
Yuba City	84,463	273
Panama City	84,392	274
Hagerstown	83,895	275
Dubuque	82,900	276
Florence, S.C.	80,890	277
Steubenville - Weirton	80,273	278
Wausau	80,254	279
Elkhart - Goshen	80,083	280
Rapid City	79,532	281
Williamsport	79,426	282
Sharon	78,864	283
Jacksonville, N.C.	78,668	284
Kokomo	78,550	285
Boise	76,806	286
Vineland - Millville - Bridgeton	74,476	287
Anderson, S.C.	74,167	288
Columbia, Mo.	73,422	289
Bellingham	73,420	290
Naples	73,392	291
Victoria	72,140	292
Redding	71,949	293
Sherman - Denison	70,715	294
Bloomington, Ind.	69,949	295
Sheboygan	69,913	296
Burlington, N.C.	65,642	297
Kenosha	65,580	298
Great Falls	64,477	299
Lewiston - Auburn	64,260	300
Greeley	63,143	301
Glens Falls	63,137	302
Bremerton	62,811	303
Anniston	62,050	304
Las Cruces	61,702	305
State College	59,548	306
Gadsden	59,056	307
Pine Bluff	58,522	308
Cheyenne	57,676	309
Kankakee	56,267	310
Iowa City	52,375	311
Casper	51,211	312
Santa Fe	49,102	313
Danville, Va.	39,920	314
Enid	37,029	315
Lawrence, Kans.	25,832	316
Total Above Areas	**131,224,674**	
Percent of U.S.	**85.5003**	
U.S. Total	**153,478,589**	

S&MM METRO MARKET RANKING

FURNITURE / HOME FURNISHINGS / APPLIANCE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	2,795,480	1
New York	2,701,855	2
Chicago	1,735,204	3
Washington	1,353,419	4
Philadelphia	1,207,827	5
Boston - Lawrence - Salem - Lowell - Brockton	1,181,674	6
Houston	1,147,034	7
Nassau - Suffolk	1,125,086	8
Detroit	1,120,635	9
Dallas	844,069	10
Denver	775,450	11
Anaheim - Santa Ana	752,081	12
Phoenix	740,355	13
Atlanta	698,655	14
Minneapolis - St. Paul	667,057	15
San Francisco	657,874	16
Miami - Hialeah	650,324	17
San Diego	642,663	18
Tampa - St. Petersburg - Clearwater	624,094	19
Newark	620,242	20
St. Louis	619,941	21
Baltimore	594,318	22
Oakland	593,135	23
Bergen - Passaic	576,121	24
San Jose	566,200	25
Seattle	549,321	26
Fort Lauderdale - Hollywood - Pompano Beach	513,763	27
Cleveland	511,607	28
Pittsburgh	496,303	29
New Orleans	445,522	30
Middlesex - Somerset - Hunterdon	409,087	31
Oklahoma City	404,556	32
Riverside - San Bernardino	402,384	33
Norfolk - Virginia Beach - Newport News	397,645	34
Kansas City	383,293	35
Sacramento	370,391	36
Columbus, Ohio	356,315	37
San Antonio	361,010	38
Salt Lake City - Ogden	353,853	39
Milwaukee	345,674	40
Cincinnati	345,143	41
West Palm Beach - Boca Raton - Delray Beach	339,832	42
Fort Worth - Arlington	339,416	43
Portland, Ore.	323,481	44
Indianapolis	320,165	45
Charlotte - Gastonia - Rock Hill	308,698	46
Greensboro - Winston-Salem - High Point	302,937	47
Hartford - New Britain - Middletown - Bristol	300,214	48
Bridgeport - Stamford - Norwalk - Danbury	285,953	49
Memphis	283,601	50
Total Top 50	**34,450,957**	
Orlando	265,600	51
Rochester, N.Y.	251,854	52
Austin	251,063	53
Tulsa	243,470	54
Louisville	237,087	55
Nashville	235,645	56
Omaha	233,401	57
Dayton - Springfield	232,891	58
Monmouth - Ocean	230,491	59
Las Vegas	228,646	60
Buffalo	222,412	61
Madison	220,099	62
Albany - Schenectady - Troy	217,483	63
Birmingham	215,976	64
Grand Rapids	211,461	65
Raleigh - Durham	209,568	66
Tucson	203,136	67
New Haven - Waterbury - Meriden	199,830	68
Jacksonville, Fla.	198,123	69
Richmond - Petersburg	196,146	70
Baton Rouge	189,224	71
Knoxville	185,047	72
Albuquerque	175,820	73
Providence - Pawtucket - Woonsocket	175,070	74
Toledo	166,660	75
Greenville - Spartanburg	163,055	76
Honolulu	159,895	77
Syracuse	158,000	78
Wilmington, Del.	152,255	79
Sarasota	143,946	80
Harrisburg - Lebanon - Carlisle	143,320	81
Springfield, Mass.	141,140	82
Worcester - Fitchburg - Leominster	140,867	83
El Paso	139,315	84
Fresno	138,694	85
Santa Barbara - Santa Maria - Lompoc	136,558	86
Allentown - Bethlehem	134,640	87
Gary - Hammond	132,072	88
Scranton - Wilkes-Barre	129,025	89
Anchorage	128,725	90
Little Rock - North Little Rock	128,471	91
Charleston, S.C.	126,637	92
Wichita	125,990	93
Fort Myers - Cape Coral	125,328	94
Oxnard - Ventura	124,480	95
New Bedford - Fall River - Attleboro	122,050	96
Lake County, Ill.	118,359	97
Corpus Christi	118,263	98
Jersey City	118,226	99
Colorado Springs	117,449	100
Total Top 100	**43,213,920**	
Lansing - East Lansing	117,101	101
Des Moines	116,841	102
Chattanooga	114,417	103
Lancaster	113,856	104
Bakersfield	113,637	105
Shreveport	113,223	106
Saginaw - Bay City - Midland	112,970	107
Tacoma	111,249	108
Akron	110,905	109
Beaumont - Port Arthur	109,647	110
Flint	108,817	111
Boulder - Longmont	108,342	112
Mobile	106,324	113
Youngstown - Warren	105,369	114
Manchester - Nashua	104,677	115
Columbia, S.C.	104,231	116
Fayetteville, N.C.	103,180	117
Fort Wayne	102,834	118
South Bend - Mishawaka	100,443	119
McAllen - Edinburg - Mission	97,105	120
Modesto	96,918	121
Daytona Beach	95,090	122
Lubbock	93,639	123
Spokane	93,354	124
Trenton	92,486	125
Lexington-Fayette	91,272	126
Kalamazoo	90,873	127
Laredo	90,803	128
Stockton	90,594	129
Santa Rosa - Petaluma	90,447	130
Jackson, Miss.	90,133	131
Portsmouth - Dover - Rochester	90,120	132
Ann Arbor	89,991	133
Johnson City - Kingsport - Bristol	89,259	134
Reading	87,464	135
Evansville	86,414	136
Melbourne - Titusville - Palm Bay	84,554	137
Salinas - Seaside - Monterey	83,711	138
Augusta	82,599	139
Atlantic City	82,470	140
Reno	81,759	141
York	80,611	142
Canton	80,496	143
Peoria	80,477	144
Odessa	80,432	145
Davenport - Rock Island - Moline	79,473	146
Naples	78,306	147
Pensacola	78,273	148
Lafayette, La.	78,070	149
Vallejo - Fairfield - Napa	77,307	150
Total Top 150	**47,976,583**	
Rockford	75,535	151
Amarillo	74,313	152
Brownsville - Harlingen	72,718	153
Appleton - Oshkosh - Neenah	72,526	154
Springfield, Mo.	71,485	155
Fort Pierce	70,450	156
Orange County, N.Y.	70,314	157
Macon - Warner Robins	70,133	158
Eugene - Springfield	69,109	159
Longview - Marshall	68,917	160
Tallahassee	68,877	161
Roanoke	68,681	162
Columbus, Ga.	67,955	163
Huntington - Ashland	67,506	164
Savannah	67,473	165
Lakeland - Winter Haven	65,180	166
Erie	64,271	167
New London - Norwich	63,987	168
Utica - Rome	63,004	169
Binghamton	61,220	170
Midland, Tex.	60,805	171
Boise	60,607	172
Billings	60,528	173
Aurora - Elgin	59,815	174
Visalia - Tulare - Porterville	58,959	175
Huntsville	58,292	176
Bradenton	56,832	177
Charleston, W.Va.	54,731	178
Green Bay	54,518	179
Killeen - Temple	54,293	180
Fort Collins - Loveland	53,296	181
Wichita Falls	52,613	182
Ocala	52,513	183
Montgomery	52,417	184
Hickory	52,362	185
Duluth	51,866	186
Poughkeepsie	51,822	187
Lake Charles	51,528	188
Santa Cruz	51,366	189
Provo - Orem	51,173	190
Houma - Thibodaux	51,033	191
Fort Walton Beach	50,747	192
Springfield, Ill.	50,282	193
Portland, Me.	49,698	194
Asheville	49,119	195
Salem, Ore.	49,065	196
Abilene	48,106	197
Gainesville	47,435	198
Waco	46,410	199
Monroe	45,711	200
Total Top 200	**50,938,179**	
Lincoln	45,660	201
Tyler	44,813	202
Wheeling	44,697	203
Johnstown	43,333	204
Charlottesville	42,819	205
Cedar Rapids	42,755	206
Fargo - Moorhead	41,327	207
Wilmington, N.C.	41,092	208
Champaign - Urbana - Rantoul	40,461	209
Sioux Falls	40,368	210
Muncie	40,328	211
Joliet	39,861	212
Lorain - Elyria	39,664	213
Burlington, N.C.	39,459	214
Burlington, Vt.	39,264	215
San Angelo	38,321	216
Pueblo	38,243	217
Biloxi - Gulfport	37,785	218
Fort Smith	37,415	219
Great Falls	37,341	220
Galveston - Texas City	37,100	221
Jacksonville, N.C.	36,752	222
Altoona	35,622	223
Racine	35,447	224
Parkersburg - Marietta	35,396	225
Waterloo - Cedar Falls	35,271	226
Hamilton - Middletown	34,953	227
Anderson, S.C.	34,882	228
Brazoria	34,785	229
Alexandria, La.	34,621	230
Chico	34,525	231
Topeka	34,498	232
Olympia	34,041	233
La Crosse	33,505	234
Bloomington - Normal	33,341	235
Decatur	33,308	236
Panama City	33,285	237
Lynchburg	33,099	238
Bremerton	33,086	239
Albany, Ga.	32,428	240
Dothan	32,279	241
Santa Fe	32,204	242
Eau Claire	32,202	243
Beaver County, Pa.	32,137	244
St. Cloud	32,099	245
Cheyenne	32,030	246
Lawton	31,947	247
Terre Haute	31,545	248
Casper	31,441	249
Texarkana	31,403	250
Total Top 250	**52,762,417**	
Rochester, Minn.	31,137	251
Bellingham	30,679	252
Vancouver	30,040	253
Niagara Falls	29,944	254
Sioux City	29,642	255
Hagerstown	29,616	256
Medford	29,120	257
Anderson, Ind.	28,919	258
Lima	28,796	259
Rapid City	28,789	260
Pittsfield	28,440	261
Joplin	28,345	262
Florence, S.C.	28,073	263
Lafayette - West Lafayette	27,906	264
Muskegon	27,901	265
Yakima	27,879	266
Athens	26,915	267
Richland - Kennewick - Pasco	26,843	268
Greeley	26,602	269
Las Cruces	26,507	270
Bryan - College Station	26,451	271
Grand Forks	26,062	272
Clarksville - Hopkinsville	25,977	273
Enid	25,923	274
Jackson, Mich.	25,904	275
Tuscaloosa	25,904	275
Williamsport	25,531	277
State College	25,142	278
Victoria	25,132	279
Bismarck	25,000	280
Dubuque	24,811	281
Sherman - Denison	24,746	282
Janesville - Beloit	24,708	283
Owensboro	24,466	284
Vineland - Millville - Bridgeton	24,309	285
Sharon	23,826	286
Cumberland	23,331	287
Redding	22,833	288
Steubenville - Weirton	22,822	289
Bloomington, Ind.	22,759	290
Bangor	22,716	291
Columbia, Mo.	22,685	292
Fayetteville - Springdale	22,313	293
Florence, Ala.	22,293	294
Battle Creek	21,699	295
Wausau	21,690	296
Jackson, Tenn.	21,667	297
Elkhart - Goshen	21,631	298
Kokomo	21,560	299
Iowa City	21,276	300
Mansfield	21,117	301
Yuba City	21,059	302
Kenosha	20,426	303
Kankakee	19,816	304
St. Joseph	19,536	305
Anniston	19,465	306
Elmira	18,567	307
Benton Harbor	18,267	308
Gadsden	17,165	309
Danville, Va.	17,120	310
Pine Bluff	16,561	311
Pascagoula	16,171	312
Glens Falls	15,779	313
Sheboygan	14,571	314
Lawrence, Kans.	14,445	315
Lewiston - Auburn	12,301	316
Total Above Areas	**54,332,043**	
Percent of U.S.	**85.4579**	
U.S. Total	**63,577,582**	

DRUGSTORE SALES

Area	($000)	Rank
Chicago	1,624,078	1
Los Angeles - Long Beach	1,611,338	2
New York	1,365,529	3
Detroit	1,136,333	4
Philadelphia	893,523	5
Boston - Lawrence - Salem - Lowell - Brockton	875,324	6
Washington	813,380	7
Houston	580,002	8
Nassau - Suffolk	522,461	9
Cleveland	505,226	10
Phoenix	488,543	11
Miami - Hialeah	477,929	12
Oakland	458,554	13
Baltimore	438,348	14
Atlanta	436,910	15
Anaheim - Santa Ana	428,611	16
St. Louis	386,504	17
San Francisco	385,459	18
Pittsburgh	384,170	19
Dallas	376,724	20
Seattle	369,934	21
San Diego	364,361	22
Minneapolis - St. Paul	354,489	23
San Jose	345,225	24
Tampa - St. Petersburg - Clearwater	337,182	25
New Orleans	323,990	26
Indianapolis	322,252	27
Sacramento	311,466	28
Newark	304,804	29
Cincinnati	304,627	30
Riverside - San Bernardino	295,199	31
Honolulu	289,491	32
Fort Lauderdale - Hollywood - Pompano Beach	268,865	33
Bergen - Passaic	264,948	34
Kansas City	261,494	35
Denver	259,739	36
Hartford - New Britain - Middletown - Bristol	247,912	37
Milwaukee	242,489	38
Buffalo	235,732	39
Columbus, Ohio	222,147	40
Rochester, N.Y.	219,988	41
Louisville	212,901	42
Providence - Pawtucket - Woonsocket	209,068	43
Memphis	195,702	44
Charlotte - Gastonia - Rock Hill	182,640	45
West Palm Beach - Boca Raton - Delray Beach	179,111	46
Gary - Hammond	178,713	47
Albany - Schenectady - Troy	171,105	48
Richmond - Petersburg	169,950	49
Fort Worth - Arlington	168,241	50
Total Top 50	**22,082,911**	
Norfolk - Virginia Beach - Newport News	165,594	51
Jacksonville, Fla.	163,530	52
Toledo	160,924	53
Greensboro - Winston-Salem - High Point	160,564	54
Birmingham	157,949	55
Las Vegas	156,853	56
Syracuse	153,694	57
Nashville	153,083	58
Monmouth - Ocean	151,312	59
Middlesex - Somerset - Hunterdon	150,694	60
Dayton - Springfield	148,890	61
Scranton - Wilkes-Barre	147,268	62
Bridgeport - Stamford - Norwalk - Danbury	147,118	63
Tucson	145,327	64
Worcester - Fitchburg - Leominster	141,218	65
Fresno	140,201	66
New Haven - Waterbury - Meriden	135,126	67
Salt Lake City - Ogden	133,670	68
Orlando	132,209	69
Oklahoma City	131,166	70
Raleigh - Durham	130,689	71
Akron	123,454	72
Springfield, Mass.	120,338	73
San Antonio	115,371	74
Lake County, Ill.	113,874	75
Harrisburg - Lebanon - Carlisle	112,260	76
Knoxville	111,787	77
Oxnard - Ventura	110,513	78
Portland, Ore.	107,169	79
Omaha	106,176	80
Allentown - Bethlehem	105,817	81
Wilmington, Del.	102,935	82
Flint	102,271	83
Greenville - Spartanburg	98,842	84
Melbourne - Titusville - Palm Bay	98,675	85
Mobile	98,302	86
Anchorage	94,935	87
Santa Rosa - Petaluma	94,307	88
Baton Rouge	91,487	89
New Bedford - Fall River - Attleboro	90,419	90
Vallejo - Fairfield - Napa	90,296	91
Youngstown - Warren	89,657	92
Stockton	89,029	93
Santa Barbara - Santa Maria - Lompoc	87,560	94
Grand Rapids	85,212	95
Bakersfield	84,000	96
Modesto	83,282	97
Albuquerque	83,075	98
Fort Wayne	82,246	99
Utica - Rome	80,438	100
Total Top 100	**27,960,716**	
Aurora - Elgin	80,127	101
Jersey City	79,810	102
Austin	79,606	103
Daytona Beach	79,297	104
Tulsa	77,661	105
Davenport - Rock Island - Moline	77,220	106
Jackson, Miss.	76,119	107
Saginaw - Bay City - Midland	75,657	108
Tacoma	75,120	109
Johnson City - Kingsport - Bristol	72,781	110
Sarasota	72,766	111
Joliet	71,067	112
Beaumont - Port Arthur	69,174	113
Salinas - Seaside - Monterey	68,314	114
Fort Myers - Cape Coral	68,098	115
Canton	67,759	116
Lancaster	63,498	117
South Bend - Mishawaka	63,202	118
Little Rock - North Little Rock	62,901	119
Atlantic City	62,702	120
Binghamton	61,629	121
Spokane	61,567	122
Springfield, Ill.	61,356	123
Augusta	60,577	124
Columbia, S.C.	60,565	125
Chattanooga	59,624	126
Portsmouth - Dover - Rochester	59,334	127
Lexington-Fayette	58,862	128
Shreveport	58,783	129
Trenton	58,628	130
Manchester - Nashua	58,303	131
Reno	57,684	132
Charleston, S.C.	57,460	133
Evansville	56,742	134
Visalia - Tulare - Porterville	56,319	135
Lakeland - Winter Haven	55,608	136
Huntington - Ashland	55,303	137
Peoria	55,251	138
Lansing - East Lansing	54,996	139
Des Moines	54,476	140
Ann Arbor	54,177	141
Portland, Me.	53,523	142
Boise	53,029	143
Madison	52,860	144
Montgomery	52,222	145
Wichita	51,700	146
Charleston, W.Va.	51,058	147
Erie	50,205	148
El Paso	49,340	149
York	48,782	150
Total Top 150	**31,083,558**	
Lorain - Elyria	48,306	151
Roanoke	47,188	152
Redding	46,711	153
Santa Cruz	46,405	154
Chico	45,917	155
Reading	45,551	156
Macon - Warner Robins	45,289	157
Niagara Falls	44,280	158
Rockford	44,069	159
Hickory	43,583	160
Orange County, N.Y.	43,177	161
Asheville	42,959	162
Poughkeepsie	41,286	163
Hamilton - Middletown	40,594	164
Lake Charles	40,242	165
New London - Norwich	40,001	166
Corpus Christi	39,753	167
Duluth	39,263	168
Pensacola	39,235	169
Bremerton	38,376	170
Fort Pierce	37,943	171
Houma - Thibodaux	37,848	172
Biloxi - Gulfport	37,840	173
Lafayette, La.	37,732	174
Savannah	37,713	175
Lincoln	37,068	176
Muncie	36,686	177
Bradenton	36,666	178
Sioux Falls	36,477	179
Richland - Kennewick - Pasco	36,374	180
Parkersburg - Marietta	35,651	181
McAllen - Edinburg - Mission	35,632	182
Champaign - Urbana - Rantoul	35,294	183
Kalamazoo	35,113	184
Topeka	34,621	185
Boulder - Longmont	34,605	186
Galveston - Texas City	34,252	187
Anderson, Ind.	33,842	188
Johnstown	33,755	189
Colorado Springs	33,690	190
Billings	33,678	191
Elkhart - Goshen	33,474	192
Eugene - Springfield	33,341	193
Springfield, Mo.	32,851	194
Santa Fe	32,035	195
Beaver County, Pa.	31,741	196
Appleton - Oshkosh - Neenah	31,541	197
Ocala	31,405	198
Columbus, Ga.	31,370	199
Naples	31,018	200
Total Top 200	**32,986,999**	
Longview - Marshall	30,955	201
Pittsfield	30,547	202
Salem, Ore.	30,265	203
Provo - Orem	30,126	204
Cedar Rapids	29,958	205
Lafayette - West Lafayette	29,956	206
Wheeling	29,955	207
Monroe	29,778	208
Huntsville	29,171	209
Kokomo	29,139	210
Terre Haute	28,934	211
Bloomington - Normal	28,604	212
Vancouver	28,350	213
Battle Creek	27,773	214
Lima	27,338	215
Lynchburg	27,248	216
Waterloo - Cedar Falls	27,110	217
Decatur	27,035	218
Tyler	27,018	219
Athens	26,920	220
Tallahassee	26,770	221
Fayetteville, N.C.	26,637	222
Yakima	26,609	223
Glens Falls	26,402	224
Benton Harbor	26,366	225
Altoona	26,305	226
Bangor	26,177	227
Jackson, Mich.	26,081	228
Racine	25,835	229
Alexandria, La.	25,599	230
Steubenville - Weirton	25,530	231
Abilene	24,835	232
Brownsville - Harlingen	24,689	233
Gainesville	24,505	234
Muskegon	24,261	235
Hagerstown	24,219	236
Anderson, S.C.	24,008	237
Brazoria	23,925	238
Charlottesville	23,533	239
Vineland - Millville - Bridgeton	23,474	240
Burlington, Vt.	23,456	241
Rochester, Minn.	23,314	242
Casper	23,070	243
Burlington, N.C.	23,060	244
Wilmington, N.C.	22,888	245
Olympia	22,871	246
Cumberland	22,805	247
Janesville - Beloit	22,802	248
Clarksville - Hopkinsville	22,747	249
Lubbock	22,553	250
Total Top 250	**34,298,513**	
Great Falls	22,434	251
St. Cloud	22,324	252
Kankakee	21,519	253
Waco	21,484	254
Owensboro	21,453	255
Amarillo	21,236	256
Elmira	21,124	257
Killeen - Temple	20,955	258
Texarkana	20,882	259
Mansfield	20,481	260
Danville, Va.	20,359	261
Fort Smith	20,321	262
Williamsport	20,029	263
Bellingham	20,020	264
Fargo - Moorhead	19,852	265
Tuscaloosa	19,767	266
Florence, S.C.	19,595	267
Panama City	19,536	268
Wichita Falls	19,525	269
Fort Walton Beach	19,102	270
Dothan	19,079	271
State College	19,049	272
Sherman - Denison	18,672	273
Bloomington, Ind.	18,664	274
Cheyenne	18,550	275
Odessa	18,443	276
Pueblo	18,350	277
Fort Collins - Loveland	18,238	278
Sioux City	18,111	279
Yuba City	17,927	280
Anniston	17,877	281
Pascagoula	17,687	282
Kenosha	17,547	283
Midland, Tex.	17,399	284
Columbia, Mo.	17,022	285
Green Bay	16,827	286
Las Cruces	16,799	287
Bismarck	16,569	288
Dubuque	16,329	289
Joplin	16,307	290
Eau Claire	15,995	291
Laredo	15,906	292
La Crosse	15,838	293
Jackson, Tenn.	15,583	294
Sharon	15,488	295
Florence, Ala.	15,390	296
Albany, Ga.	15,190	297
Medford	15,141	298
Enid	15,094	299
Greeley	14,964	300
Lewiston - Auburn	14,933	301
Sheboygan	14,084	302
Rapid City	13,755	303
Gadsden	13,731	304
San Angelo	13,557	305
St. Joseph	12,436	306
Jacksonville, N.C.	12,399	307
Pine Bluff	11,892	308
Fayetteville - Springdale	11,335	309
Iowa City	11,327	310
Bryan - College Station	10,350	311
Lawton	9,645	312
Victoria	9,306	313
Wausau	7,449	314
Lawrence, Kans.	7,217	315
Grand Forks	6,135	316
Total Above Areas	**35,480,097**	
Percent of U.S.	**80.0872**	
U.S. Total	**44,301,918**	

APPAREL AND ACCESSORIES STORE SALES

Area	($000)	Rank
New York	3,732,686	1
Los Angeles - Long Beach	2,863,919	2
Chicago	2,478,603	3
Philadelphia	1,615,058	4
Boston - Lawrence - Salem - Lowell - Brockton	1,485,410	5
Detroit	1,450,829	6
Washington	1,213,901	7
Houston	1,178,595	8
Nassau - Suffolk	1,168,246	9
San Francisco	878,789	10
Anaheim - Santa Ana	854,293	11
Dallas	842,477	12
Miami - Hialeah	839,731	13
Seattle	716,795	14
Bergen - Passaic	685,541	15
Atlanta	666,947	16
Newark	655,181	17
St. Louis	636,395	18
San Diego	618,102	19
Minneapolis - St. Paul	608,868	20
Baltimore	585,026	21
Oakland	580,340	22
Pittsburgh	577,348	23
Cleveland	541,432	24
San Jose	518,166	25
New Orleans	469,000	26
Denver	451,543	27
Kansas City	429,076	28
Oklahoma City	410,476	29
Riverside - San Bernardino	409,012	30
Middlesex - Somerset - Hunterdon	382,890	31
Portland, Ore.	380,330	32
Honolulu	378,801	33
Phoenix	378,644	34
Fort Lauderdale - Hollywood - Pompano Beach	370,333	35
Fort Worth - Arlington	362,753	36
Hartford - New Britain - Middletown - Bristol	359,706	37
Birmingham	344,704	38
Bridgeport - Stamford - Norwalk - Danbury	344,341	39
Tampa - St. Petersburg - Clearwater	343,047	40
Indianapolis	333,185	41
San Antonio	331,577	42
Cincinnati	325,788	43
Memphis	324,103	44
Norfolk - Virginia Beach - Newport News	319,271	45
Charlotte - Gastonia - Rock Hill	317,989	46
Buffalo	305,012	47
Milwaukee	303,038	48
Sacramento	297,981	49
Albany - Schenectady - Troy	283,338	50
Total Top 50	**36,948,616**	
Columbus, Ohio	282,042	51
West Palm Beach - Boca Raton - Delray Beach	276,913	52
Monmouth - Ocean	270,469	53
Louisville	257,482	54
Greensboro - Winston-Salem - High Point	255,302	55
Rochester, N.Y.	232,411	56
New Haven - Waterbury - Meriden	251,931	57
Tulsa	251,218	58
Providence - Pawtucket - Woonsocket	245,046	59
Nashville	235,390	60
Salt Lake City - Ogden	228,003	61
Reading	221,585	62
Austin	214,570	63
Jersey City	212,806	64
Syracuse	204,619	65
Dayton - Springfield	202,135	66
Orlando	201,651	67
Knoxville	200,896	68
Grand Rapids	200,661	69
Scranton - Wilkes-Barre	197,825	70
Richmond - Petersburg	195,649	71
Las Vegas	184,359	72
Raleigh - Durham	184,258	73
Jacksonville, Fla.	176,697	74
Springfield, Mass.	174,542	75
Little Rock - North Little Rock	174,227	76
Worcester - Fitchburg - Leominster	171,025	77
Allentown - Bethlehem	166,707	78
New Bedford - Fall River - Attleboro	155,416	79
McAllen - Edinburg - Mission	153,650	80
El Paso	153,155	81
Greenville - Spartanburg	152,823	82
Gary - Hammond	152,813	83
Omaha	151,434	84
Beaumont - Port Arthur	144,502	85
Lake County, Ill.	143,177	86
Fresno	141,939	87
Oxnard - Ventura	141,059	88
Toledo	140,744	89
Wilmington, Del.	139,311	90
Baton Rouge	136,629	91
Santa Barbara - Santa Maria - Lompoc	133,317	92
Harrisburg - Lebanon - Carlisle	133,027	93
Saginaw - Bay City - Midland	123,022	94
Anchorage	122,202	95
Albuquerque	121,299	96
Lansing - East Lansing	120,382	97
Akron	120,249	98
Chattanooga	117,984	99
Salinas - Seaside - Monterey	117,406	100
Total Top 100	**46,034,575**	
Trenton	114,576	101
Charleston, S.C.	113,804	102
Tucson	112,292	103
Tacoma	109,034	104
Wichita	108,918	105
Shreveport	108,405	106
Bakersfield	108,014	107
Atlantic City	107,742	108
Evansville	105,694	109
Des Moines	105,484	110
Flint	105,425	111
Laredo	104,925	112
Columbia, S.C.	104,181	113
Manchester - Nashua	102,209	114
Lexington-Fayette	101,715	115
Utica - Rome	101,567	116
Youngstown - Warren	101,295	117
Canton	101,021	118
Spokane	100,271	119
Corpus Christi	98,066	120
Madison	97,776	121
Jackson, Miss.	96,669	122
Fort Wayne	95,700	123
Johnson City - Kingsport - Bristol	94,742	124
Lancaster	93,016	125
Brownsville - Harlingen	92,916	126
Portsmouth - Dover - Rochester	91,893	127
Mobile	89,715	128
Stockton	88,976	129
Modesto	86,995	130
Augusta	86,403	131
Lafayette, La.	85,506	132
Davenport - Rock Island - Moline	84,216	133
Amarillo	83,403	134
Colorado Springs	82,302	135
Huntington - Ashland	81,068	136
Orange County, N.Y.	79,573	137
Montgomery	78,605	138
Kalamazoo	76,932	139
Santa Rosa - Petaluma	76,903	140
Poughkeepsie	76,152	141
Peoria	76,069	142
Portland, Me.	76,019	143
Lubbock	75,235	144
Savannah	74,502	145
Ann Arbor	73,520	146
York	73,259	147
Reno	72,042	148
Binghamton	71,811	149
Galveston - Texas City	71,440	150
Total Top 150	**50,632,431**	
Sarasota	71,129	151
Erie	70,155	152
Aurora - Elgin	69,198	153
Huntsville	67,413	154
Vallejo - Fairfield - Napa	66,129	155
Charleston, W.Va.	64,807	156
Rockford	63,954	157
Longview - Marshall	63,128	158
Joliet	62,603	159
Eugene - Springfield	62,454	160
Macon - Warner Robins	61,935	161
Appleton - Oshkosh - Neenah	61,571	162
Visalia - Tulare - Porterville	61,340	163
South Bend - Mishawaka	61,153	164
Salem, Ore.	60,826	165
Lakeland - Winter Haven	60,788	166
Springfield, Mo.	60,452	167
Springfield, Ill.	58,568	168
Daytona Beach	58,074	169
Burlington, N.C.	57,970	170
Asheville	57,795	171
Boulder - Longmont	57,075	172
Roanoke	56,629	173
Hickory	56,454	174
Monroe	55,923	175
Odessa	55,780	176
Tyler	54,174	177
Santa Cruz	53,561	178
Niagara Falls	52,315	179
New London - Norwich	52,198	180
Duluth	52,156	181
Yakima	51,788	182
Fort Myers - Cape Coral	51,397	183
Alexandria, La.	51,340	184
Burlington, Vt.	50,953	185
Lincoln	50,812	186
Terre Haute	50,447	187
Green Bay	49,668	188
Columbus, Ga.	48,763	189
Lake Charles	48,594	190
Waco	47,761	191
Pensacola	47,349	192
Melbourne - Titusville - Palm Bay	46,764	193
Wilmington, N.C.	46,434	194
Charlottesville	46,185	195
Abilene	46,171	196
Champaign - Urbana - Rantoul	45,483	197
Fayetteville, N.C.	45,153	198
Naples	43,966	199
Pittsfield	43,936	200
Total Top 200	**53,413,102**	
Houma - Thibodaux	42,867	201
Midland, Tex.	42,825	202
Tuscaloosa	42,795	203
Altoona	42,207	204
Gainesville	41,497	205
Fort Smith	41,372	206
Biloxi - Gulfport	40,789	207
Sioux Falls	40,343	208
Williamsport	40,104	209
Bryan - College Station	39,801	210
Killeen - Temple	39,750	211
Billings	39,633	212
Cedar Rapids	39,551	213
Waterloo - Cedar Falls	39,517	214
Fort Pierce	39,510	215
Boise	39,376	216
Tallahassee	39,341	217
Wheeling	38,192	218
Fort Collins - Loveland	37,834	219
Texarkana	37,658	220
Johnstown	37,597	221
Bangor	37,447	222
Fargo - Moorhead	37,189	223
Brazoria	36,779	224
Rochester, Minn.	36,689	225
Dothan	36,596	226
Santa Fe	36,369	227
Provo - Orem	36,314	228
Lorain - Elyria	36,236	229
Bloomington - Normal	35,937	230
Decatur	35,776	231
Florence, Ala.	35,668	232
Topeka	35,651	233
Vineland - Millville - Bridgeton	35,157	234
San Angelo	34,538	235
Wichita Falls	34,482	236
Racine	34,448	237
Anderson, Ind.	34,330	238
Joplin	34,319	239
Chico	33,967	240
Vancouver	33,510	241
Elkhart - Goshen	33,464	242
Benton Harbor	33,070	243
Sioux City	32,983	244
Kokomo	32,971	245
Bradenton	32,795	246
Beaver County, Pa.	31,763	247
Richland - Kennewick - Pasco	31,499	248
Albany, Ga.	31,473	249
Parkersburg - Marietta	31,409	250
Total Top 250	**55,256,690**	
Lima	31,323	251
Jackson, Tenn.	31,280	252
St. Cloud	31,219	253
Danville, Va.	30,986	254
Medford	30,958	255
Columbia, Mo.	30,894	256
Anniston	30,879	257
Eau Claire	30,774	258
Glens Falls	30,753	259
Lynchburg	30,701	260
Bloomington, Ind.	30,610	261
Ocala	30,559	262
Olympia	30,527	263
Victoria	30,289	264
Athens	29,817	265
Casper	29,770	266
Janesville - Beloit	29,543	267
Muncie	28,986	268
Florence, S.C.	28,836	269
La Crosse	28,798	270
Hagerstown	28,689	271
Redding	28,610	272
Lawton	28,597	273
Mansfield	28,557	274
Elmira	28,321	275
Lafayette - West Lafayette	28,321	275
Enid	28,149	277
Pueblo	27,730	278
Anderson, S.C.	27,346	279
Jackson, Mich.	27,270	280
Muskegon	27,111	281
Pine Bluff	26,625	282
Sharon	26,523	283
Bellingham	26,305	284
Bismarck	25,361	285
Owensboro	25,185	286
Panama City	25,101	287
Sherman - Denison	25,064	288
Cheyenne	24,684	289
State College	24,622	290
Pascagoula	24,279	291
Rapid City	23,994	292
Gadsden	23,715	293
Clarksville - Hopkinsville	23,701	294
Bremerton	23,637	295
Dubuque	23,507	296
Battle Creek	23,376	297
St. Joseph	22,942	298
Hamilton - Middletown	22,751	299
Cumberland	22,708	300
Fort Walton Beach	22,544	301
Kankakee	22,372	302
Wausau	22,267	303
Grand Forks	22,175	304
Steubenville - Weirton	21,883	305
Las Cruces	21,775	306
Lewiston - Auburn	21,045	307
Yuba City	20,861	308
Fayetteville - Springdale	20,800	309
Great Falls	20,785	310
Iowa City	18,874	311
Greeley	18,644	312
Kenosha	17,647	313
Lawrence, Kans.	15,117	314
Jacksonville, N.C.	11,947	315
Sheboygan	11,817	316
Total Above Areas	**56,971,580**	
Percent of U.S.	**85.2286**	
U.S. Total	**66,840,099**	

GASOLINE SERVICE STATION SALES

Area	($000)	Rank
Los Angeles - Long Beach	3,608,297	1
Chicago	2,290,242	2
Detroit	2,035,210	3
Philadelphia	1,929,262	4
Boston - Lawrence - Salem - Lowell - Brockton	1,864,012	5
Washington	1,825,310	6
Houston	1,649,067	7
New York	1,562,225	8
St. Louis	1,358,261	9
Minneapolis - St. Paul	1,354,262	10
Dallas	1,324,182	11
Atlanta	1,319,679	12
Nassau - Suffolk	1,138,034	13
Baltimore	1,010,882	14
Cleveland	1,002,900	15
Anaheim - Santa Ana	986,021	16
Pittsburgh	927,055	17
San Diego	851,089	18
Miami - Hialeah	828,182	19
Denver	827,258	20
Kansas City	809,163	21
Phoenix	808,297	22
Tampa - St. Petersburg - Clearwater	806,618	23
Indianapolis	802,233	24
Oakland	795,750	25
Newark	794,543	26
Riverside - San Bernardino	783,577	27
Seattle	757,921	28
Cincinnati	751,879	29
Columbus, Ohio	721,681	30
Bergen - Passaic	710,486	31
San Francisco	669,130	32
San Jose	651,247	33
Milwaukee	622,414	34
Hartford - New Britain - Middletown - Bristol	616,509	35
Memphis	613,857	36
New Orleans	601,467	37
San Antonio	558,603	38
Fort Worth - Arlington	553,649	39
Sacramento	553,372	40
Nashville	550,074	41
Fort Lauderdale - Hollywood - Pompano Beach	539,497	42
Middlesex - Somerset - Hunterdon	529,389	43
Louisville	514,431	44
Dayton - Springfield	490,237	45
Portland, Ore.	482,167	46
Norfolk - Virginia Beach - Newport News	475,485	47
Bridgeport - Stamford - Norwalk - Danbury	473,361	48
Monmouth - Ocean	445,233	49
Toledo	424,687	50
Total Top 50	**48,598,387**	
Richmond - Petersburg	423,672	51
Orlando	415,818	52
Charlotte - Gastonia - Rock Hill	403,982	53
Rochester, N.Y.	403,715	54
Jacksonville, Fla.	399,449	55
Oklahoma City	396,239	56
Providence - Pawtucket - Woonsocket	393,901	57
Salt Lake City - Ogden	392,106	58
Gary - Hammond	380,918	59
Knoxville	370,066	60
Albany - Schenectady - Troy	368,091	61
Greensboro - Winston-Salem - High Point	364,447	62
Harrisburg - Lebanon - Carlisle	359,160	63
New Haven - Waterbury - Meriden	358,142	64
Buffalo	350,435	65
Akron	348,222	66
Omaha	341,628	67
West Palm Beach - Boca Raton - Delray Beach	336,358	68
Birmingham	327,046	69
Allentown - Bethlehem	316,065	70
Honolulu	309,380	71
Las Vegas	307,413	72
Wilmington, Del.	297,650	73
Worcester - Fitchburg - Leominster	295,862	74
Tulsa	294,114	75
Springfield, Mass.	286,410	76
Scranton - Wilkes-Barre	279,162	77
Youngstown - Warren	278,555	78
Greenville - Spartanburg	275,539	79
Grand Rapids	271,270	80
Austin	269,468	81
Bakersfield	253,448	82
Chattanooga	252,064	83
Little Rock - North Little Rock	237,254	84
Syracuse	228,477	85
Raleigh - Durham	228,401	86
Oxnard - Ventura	227,963	87
Tucson	223,274	88
Saginaw - Bay City - Midland	222,552	89
Baton Rouge	222,078	90
Columbia, S.C.	213,824	91
Lake County, Ill.	212,964	92
Tacoma	209,392	93
Corpus Christi	208,431	94
Beaumont - Port Arthur	205,494	95
Canton	205,417	96
Fresno	205,275	97
Jersey City	198,211	98
Davenport - Rock Island - Moline	197,990	99
Lansing - East Lansing	197,688	100
Total Top 100	**63,362,867**	
Des Moines	197,660	101
Joliet	197,066	102
New Bedford - Fall River - Attleboro	196,944	103
Santa Barbara - Santa Maria - Lompoc	196,398	104
Flint	195,112	105
Lexington-Fayette	194,566	106
Mobile	194,321	107
Albuquerque	192,045	108
Jackson, Miss.	187,873	109
Fort Wayne	186,711	110
Wichita	186,539	111
Madison	179,340	112
Shreveport	178,398	113
Charleston, S.C.	165,828	114
El Paso	162,061	115
Erie	161,131	116
Peoria	159,640	117
Aurora - Elgin	157,073	118
Trenton	156,976	119
Manchester - Nashua	155,413	120
Vallejo - Fairfield - Napa	155,099	121
Reno	154,868	122
Stockton	154,405	123
Santa Rosa - Petaluma	153,941	124
Atlantic City	150,002	125
Ann Arbor	149,114	126
Huntington - Ashland	148,510	127
Portsmouth - Dover - Rochester	147,065	128
York	142,432	129
Evansville	141,951	130
Augusta	141,920	131
New London - Norwich	141,682	132
Lakeland - Winter Haven	141,558	133
Salinas - Seaside - Monterey	141,074	134
Colorado Springs	138,814	135
Melbourne - Titusville - Palm Bay	138,232	136
Johnson City - Kingsport - Bristol	136,741	137
Duluth	136,130	138
Rockford	134,364	139
Anchorage	134,005	140
Orange County, N.Y.	132,805	141
Lorain - Elyria	132,468	142
Reading	130,981	143
Daytona Beach	130,400	144
Spokane	129,860	145
Charleston, W.Va.	128,425	146
Appleton - Oshkosh - Neenah	125,836	147
Montgomery	125,788	148
Lancaster	123,519	149
Utica - Rome	121,344	150
Total Top 150	**71,127,295**	
Roanoke	120,341	151
Pensacola	118,752	152
Binghamton	117,569	153
South Bend - Mishawaka	116,438	154
Modesto	116,018	155
Lima	114,827	156
Ocala	113,399	157
Hamilton - Middletown	112,342	158
Lafayette, La.	111,438	159
Sarasota	110,006	160
Kalamazoo	105,869	161
Macon - Warner Robins	105,606	162
Fort Myers - Cape Coral	105,550	163
Benton Harbor	104,965	164
Muncie	103,693	165
Fargo - Moorhead	102,738	166
Boulder - Longmont	101,947	167
Portland, Me.	99,053	168
Savannah	97,758	169
Springfield, Ill.	96,438	170
Visalia - Tulare - Porterville	95,189	171
Galveston - Texas City	95,039	172
Columbus, Ga.	94,226	173
Eugene - Springfield	93,845	174
Poughkeepsie	93,787	175
Wheeling	89,036	176
Terre Haute	87,238	177
Asheville	86,736	178
Midland, Tex.	86,512	179
Fayetteville, N.C.	86,[illegible]44	180
Salem, Ore.	86,257	181
Redding	85,550	182
Champaign - Urbana - Rantoul	84,4[illegible]	183
Johnstown	83,670	184
Tallahassee	83,572	185
Fort Pierce	83,300	186
Green Bay	83,263	187
Parkersburg - Marietta	82,738	188
Janesville - Beloit	81,202	189
Mansfield	81,147	190
Lincoln	80,986	191
St. Cloud	80,766	192
Gainesville	80,536	193
Battle Creek	79,797	194
Springfield, Mo.	79,728	195
Provo - Orem	78,324	196
Santa Cruz	78,250	197
Anderson, Ind.	77,943	198
Pittsfield	77,214	199
Fort Smith	77,197	200
Total Top 200	**75,835,935**	
Tyler	77,007	201
Bloomington - Normal	76,727	202
Amarillo	75,915	203
Sioux Falls	73,290	204
Beaver County, Pa.	72,596	205
Bradenton	72,476	206
Waco	72,018	207
Racine	71,656	208
Abilene	70,848	209
Kokomo	70,415	210
Topeka	69,543	211
Longview - Marshall	69,511	212
Boise	68,474	213
Joplin	68,146	214
Huntsville	68,142	215
Lake Charles	67,764	216
Kenosha	67,242	217
Jackson, Mich.	66,200	218
Fort Collins - Loveland	65,779	219
Biloxi - Gulfport	65,327	220
Richland - Kennewick - Pasco	65,165	221
Elkhart - Goshen	65,140	222
Yakima	65,072	223
Muskegon	64,686	224
Lynchburg	64,340	225
Steubenville - Weirton	64,278	226
Houma - Thibodaux	64,122	227
Waterloo - Cedar Falls	64,079	228
Cedar Rapids	63,812	229
Eau Claire	63,647	230
Bangor	63,622	231
Texarkana	63,481	232
Burlington, N.C.	63,311	233
Rochester, Minn.	63,088	234
Killeen - Temple	62,462	235
Lafayette - West Lafayette	60,288	236
Decatur	60,004	237
Sioux City	59,321	238
Lubbock	59,14[illegible]	239
Las Cruces	59,11[illegible]	240
Naples	58,696	241
McAllen - Edinburg - Mission	58,636	242
Florence, S.C.	58,300	243
Tuscaloosa	58,026	244
Vineland - Millville - Bridgeton	57,549	245
Cheyenne	57,428	246
Billings	57,062	247
Charlottesville	55,737	248
Wichita Falls	55,276	249
Bismarck	54,334	250
Total Top 250	**79,074,235**	
Brazoria	53,687	251
Anderson, S.C.	53,000	252
Dothan	52,199	253
Olympia	52,183	254
Fort Walton Beach	51,888	255
Glens Falls	51,571	256
Niagara Falls	51,249	257
Bryan - College Station	50,921	258
Vancouver	50,415	259
Victoria	50,055	260
Hagerstown	49,748	261
Medford	49,744	262
Brownsville - Harlingen	49,599	263
Alexandria, La.	49,221	264
Cumberland	48,832	265
Florence, Ala.	48,728	266
Odessa	48,658	267
Altoona	48,014	268
Panama City	47,643	269
Hickory	47,492	270
Rapid City	47,313	271
Sharon	46,939	272
Bremerton	46,798	273
Wausau	46,273	274
Pueblo	45,645	275
Clarksville - Hopkinsville	45,026	276
Burlington, Vt.	44,554	277
Bloomington, Ind.	43,797	278
G[illegible]eley	43,099	279
La Crosse	42,999	280
Bellingham	42,865	281
State College	41,850	282
Chico	41,702	283
Jackson, Tenn.	41,621	284
Lewiston - Auburn	40,393	285
St. Joseph	40,316	286
Athens	40,134	287
Columbia, Mo.	40,129	288
Elmira	39,799	289
Iowa City	36,726	290
Owensboro	36,587	291
Casper	36,356	292
Santa Fe	35,978	293
Wilmington, N.C.	35,529	294
Sheboygan	35,070	295
Fayetteville - Springdale	34,893	296
Pascagoula	34,364	297
Dubuque	33,591	298
Grand Forks	33,224	299
Sherman - Denison	33,109	300
Laredo	32,832	301
Great Falls	32,783	302
Monroe	32,303	303
Anniston	31,459	304
Kankakee	30,986	305
Albany, Ga.	30,461	306
Williamsport	30,125	307
Yuba City	29,755	308
Lawrence, Kans.	29,671	309
Danville, Va.	28,360	310
Enid	26,683	311
Pine Bluff	26,654	312
San Angelo	25,715	313
Gadsden	22,646	314
Jacksonville, N.C.	19,494	315
Lawton	18,389	316
Total Above Areas	**81,734,077**	
Percent of U.S.	**78.2530**	
U.S. Total	**104,448,474**	

BUILDING MATERIALS AND HARDWARE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	1,668,721	1
Houston	1,315,498	2
Chicago	1,253,503	3
New York	1,210,854	4
Philadelphia	1,149,250	5
Boston - Lawrence - Salem - Lowell - Brockton	1,087,137	6
Detroit	1,000,771	7
Atlanta	924,846	8
Nassau - Suffolk	905,450	9
Dallas	817,351	10
Washington	758,961	11
Minneapolis - St. Paul	734,667	12
St. Louis	680,823	13
Anaheim - Santa Ana	627,335	14
Oklahoma City	598,206	15
Denver	597,786	16
Phoenix	562,814	17
Baltimore	548,260	18
Tampa - St. Petersburg - Clearwater	531,982	19
Riverside - San Bernardino	517,773	20
Seattle	517,068	21
Fort Worth - Arlington	478,957	22
Pittsburgh	473,380	23
Oakland	464,863	24
San Diego	451,185	25
Miami - Hialeah	445,022	26
Newark	439,591	27
San Antonio	426,233	28
San Francisco	414,501	29
New Orleans	406,976	30
Kansas City	405,358	31
Austin	402,899	32
Bergen - Passaic	380,917	33
Cleveland	372,721	34
Sacramento	365,041	35
San Jose	364,364	36
Indianapolis	364,010	37
Charlotte - Gastonia - Rock Hill	348,748	38
Cincinnati	333,677	39
Orlando	330,616	40
Anchorage	301,999	41
Tulsa	295,268	42
Columbus, Ohio	294,893	43
Norfolk - Virginia Beach - Newport News	291,762	44
Milwaukee	287,527	45
Salt Lake City - Ogden	287,300	46
Hartford - New Britain - Middletown - Bristol	285,875	47
Bridgeport - Stamford - Norwalk - Danbury	276,109	48
Fort Lauderdale - Hollywood - Pompano Beach	275,714	49
Monmouth - Ocean	270,640	50
Total Top 50	**28,545,102**	
Greensboro - Winston-Salem - High Point	260,286	51
Baton Rouge	260,089	52
Middlesex - Somerset - Hunterdon	258,392	53
Rochester, N.Y.	233,373	54
Portland, Ore.	231,597	55
West Palm Beach - Boca Raton - Delray Beach	227,122	56
Jacksonville, Fla.	220,448	57
Louisville	213,535	58
Providence - Pawtucket - Woonsocket	208,438	59
Albany - Schenectady - Troy	205,646	60
Omaha	202,367	61
Akron	199,611	62
New Haven - Waterbury - Meriden	199,239	63
Las Vegas	196,049	64
Raleigh - Durham	193,573	65
Greenville - Spartanburg	191,368	66
Grand Rapids	188,179	67
Dayton - Springfield	186,044	68
Richmond - Petersburg	185,056	69
Nashville	183,957	70
Tacoma	181,425	71
Knoxville	178,854	72
Wichita	178,018	73
Little Rock - North Little Rock	172,831	74
Springfield, Mass.	172,403	75
Memphis	171,674	76
Scranton - Wilkes-Barre	171,320	77
Buffalo	168,757	78
Harrisburg - Lebanon - Carlisle	168,000	79
Lafayette, La.	163,194	80
Birmingham	157,524	81
Albuquerque	157,418	82
Syracuse	156,455	83
Allentown - Bethlehem	148,811	84
Shreveport	147,153	85
Gary - Hammond	146,112	86
Tucson	145,503	87
El Paso	143,664	88
Worcester - Fitchburg - Leominster	142,935	89
McAllen - Edinburg - Mission	142,207	90
Corpus Christi	141,647	91
Portsmouth - Dover - Rochester	141,233	92
Beaumont - Port Arthur	140,270	93
Lakeland - Winter Haven	133,360	94
Oxnard - Ventura	133,203	95
Santa Rosa - Petaluma	132,751	96
Lancaster	130,133	97
Lake Charles	129,580	98
Wilmington, Del.	127,710	99
Odessa	126,787	100
Total Top 100	**37,340,403**	
Sarasota	126,310	101
Charleston, S.C.	126,295	102
Amarillo	124,195	103
Lake County, Ill.	124,131	104
Columbia, S.C.	124,086	105
Toledo	123,687	106
Fresno	123,405	107
Bakersfield	121,561	108
Manchester - Nashua	120,849	109
Lubbock	119,329	110
Colorado Springs	119,136	111
Flint	117,448	112
York	115,934	113
Fort Myers - Cape Coral	113,859	114
Midland, Tex.	113,554	115
Abilene	112,807	116
Santa Barbara - Santa Maria - Lompoc	112,724	117
Portland, Me.	111,509	118
Johnson City - Kingsport - Bristol	110,409	119
Canton	110,350	120
Evansville	110,026	121
Fort Pierce	109,841	122
Daytona Beach	109,801	123
Mobile	109,313	124
Honolulu	108,591	125
Melbourne - Titusville - Palm Bay	107,168	126
Youngstown - Warren	106,492	127
Des Moines	106,398	128
Aurora - Elgin	105,866	129
Saginaw - Bay City - Midland	105,825	130
Galveston - Texas City	104,903	131
Augusta	104,220	132
Lansing - East Lansing	101,954	133
Atlantic City	101,095	134
Fort Wayne	100,349	135
Ocala	99,110	136
Reno	98,242	137
Duluth	98,100	138
New Bedford - Fall River - Attleboro	97,297	139
Brownsville - Harlingen	92,796	140
Boulder - Longmont	91,151	141
Modesto	89,765	142
Santa Cruz	89,678	143
Pensacola	89,517	144
Charleston, W.Va.	89,109	145
Spokane	88,916	146
Davenport - Rock Island - Moline	88,857	147
Stockton	88,505	148
Chattanooga	87,078	149
Orange County, N.Y.	87,010	150
Total Top 150	**42,678,954**	
Jersey City	86,937	151
Madison	86,904	152
Vallejo - Fairfield - Napa	85,555	153
Hickory	84,916	154
Longview - Marshall	84,768	155
New London - Norwich	82,927	156
Houma - Thibodaux	82,629	157
Brazoria	80,899	158
Waco	80,733	159
Asheville	80,548	160
St. Cloud	80,432	161
Huntington - Ashland	80,214	162
Salinas - Seaside - Monterey	80,128	163
Jackson, Miss.	79,843	164
Peoria	79,374	165
Ann Arbor	79,344	166
Fort Collins - Loveland	79,121	167
Tallahassee	79,099	168
Appleton - Oshkosh - Neenah	78,997	169
Joliet	78,850	170
Rockford	78,313	171
Billings	74,627	172
Springfield, Mo.	72,645	173
Wichita Falls	70,658	174
Tyler	69,965	175
Johnstown	69,787	176
Visalia - Tulare - Porterville	69,766	177
Macon - Warner Robins	69,657	178
Fort Smith	69,631	179
Trenton	68,168	180
Lexington-Fayette	67,360	181
Utica - Rome	66,881	182
Poughkeepsie	66,830	183
Bryan - College Station	65,751	184
Gainesville	65,678	185
Fayetteville, N.C.	65,659	196
Kalamazoo	64,594	187
Burlington, Vt.	63,512	188
Springfield, Ill.	63,258	189
Savannah	61,616	190
Eugene - Springfield	60,722	191
Reading	60,704	192
Monroe	60,449	193
Naples	60,442	194
Topeka	59,443	195
Bradenton	59,380	196
Lincoln	59,303	197
Terre Haute	59,194	198
Killeen - Temple	58,537	199
Erie	58,211	200
Total Top 200	**46,271,913**	
San Angelo	58,204	201
Cedar Rapids	58,148	202
Pittsfield	57,999	203
Laredo	57,136	204
Provo - Orem	56,335	205
Salem, Ore.	56,076	206
Chico	55,401	207
Eau Claire	55,367	208
Alexandria, La.	55,288	209
Wilmington, N.C.	55,033	210
Binghamton	55,012	211
South Bend - Mishawaka	53,691	212
Redding	53,333	213
Sherman - Denison	53,024	214
Montgomery	52,963	215
Roanoke	52,736	216
Green Bay	52,329	217
Fort Walton Beach	52,265	218
Huntsville	52,247	219
State College	51,452	220
Boise	51,297	221
Champaign - Urbana - Rantoul	51,041	222
Hagerstown	50,699	223
Bangor	50,582	224
Fargo - Moorhead	50,562	225
Santa Fe	49,648	226
Bremerton	49,410	227
Anderson, S.C.	49,267	228
Muncie	48,629	229
Texarkana	48,624	230
Victoria	48,489	231
Florence, S.C.	48,398	232
Elkhart - Goshen	47,937	233
Bellingham	47,868	234
Charlottesville	47,511	235
Parkersburg - Marietta	46,126	236
Rochester, Minn.	45,851	237
Biloxi - Gulfport	45,023	238
Yakima	44,746	239
Sioux City	43,752	240
Sioux Falls	43,679	241
Olympia	42,442	242
Lafayette - West Lafayette	41,983	243
Lorain - Elyria	41,821	244
Racine	41,792	245
Benton Harbor	41,608	246
Athens	41,302	247
Bloomington - Normal	41,182	248
Wausau	40,595	249
Lynchburg	40,490	250
Total Top 250	**48,748,306**	
Wheeling	40,202	251
Fayetteville - Springdale	39,970	252
Waterloo - Cedar Falls	39,132	253
Lima	39,107	254
Altoona	39,096	255
Casper	38,276	256
Jackson, Mich.	37,714	257
Glens Falls	37,711	258
Richland - Kennewick - Pasco	37,684	259
Tuscaloosa	37,572	260
Clarksville - Hopkinsville	37,383	261
Hamilton - Middletown	37,270	262
Decatur	37,006	263
Kokomo	36,588	264
Vancouver	36,107	265
Joplin	35,906	266
Columbus, Ga.	35,646	267
Mansfield	35,639	268
Rapid City	35,129	269
Yuba City	34,952	270
Jacksonville, N.C.	34,915	271
Steubenville - Weirton	34,767	272
Muskegon	34,711	273
Pueblo	34,581	274
Burlington, N.C.	34,557	275
Jackson, Tenn.	33,678	276
Niagara Falls	33,589	277
Pine Bluff	33,585	278
Panama City	33,374	279
Lawton	33,278	280
Albany, Ga.	32,922	281
La Crosse	32,838	282
Janesville - Beloit	32,719	283
Greeley	32,714	284
Dothan	31,999	285
Owensboro	30,875	286
Anderson, Ind.	30,725	287
Sheboygan	30,587	288
Medford	30,562	289
Beaver County, Pa.	30,361	290
Bismarck	30,100	291
Columbia, Mo.	29,974	292
Florence, Ala.	29,741	293
Enid	29,302	294
Williamsport	29,115	295
Sharon	28,833	296
Battle Creek	27,964	297
Cheyenne	27,252	298
Vineland - Millville - Bridgeton	27,096	299
Iowa City	26,741	300
Danville, Va.	26,336	301
Kankakee	26,104	302
Bloomington, Ind.	25,963	303
Las Cruces	25,768	304
Cumberland	25,712	305
Dubuque	23,946	306
Great Falls	23,528	307
Anniston	22,921	308
Lewiston - Auburn	22,709	309
Grand Forks	20,896	310
Elmira	20,398	311
St. Joseph	20,367	312
Kenosha	20,041	313
Gadsden	19,047	314
Lawrence, Kans.	18,547	315
Pascagoula	18,473	316
Total Above Areas	**50,800,607**	
Percent of U.S.	**74.1469**	
U.S. Total	**68,513,417**	

Alphabetical listing of S&MM metropolitan markets for the 1985 Survey of Buying Power

The 316 Sales & Marketing Management metropolitan markets, along with their component counties, are listed here in alphabetical order, without regard for states or regions. They are shown here for the benefit of the many readers who compile alphabetical lists for their worksheets, or for those needing a quick reference guide that shows a metro's geographic makeup.

These metro area definitions conform to the most recent revisions announced by the Office of Management and Budget (OMB). While OMB has designated individual markets as either Metropolitan Statistical Areas (MSAs) or Primary Metropolitan Statistical Areas (PMSAs), the list shown here ignores the formal distinctions and groups the two types together in the interests of simplicity and consistency. S&MM still adheres to OMB's county-based definitions for all metro areas, with the exception of New England. Here, OMB uses cities and towns for defining New England metros, while S&MM uses full counties, since more data for intercensal years are available on that basis, and marketers use these geographical units to design their sales territories. The Definition of Terms, page C-3, describes the different metropolitan designations used by OMB.

Caution: Readers who make year-to-year comparisons of metro area data should be careful when comparing county composition in this year's *Survey* with that of previous issues. Besides making changes in more than 80 markets, OMB recently created 18 new metros, changed the names of 41 areas, and merged several others.

The area name appears
in **boldface type,**
component counties
in lightface type.

Abilene, TX — Taylor
Akron, OH — Portage, Summit*
Albany, GA — Dougherty*, Lee
Albany - Schenectady - Troy, NY — Albany*, Greene, Montgomery, Rensselaer*, Saratoga, Schenectady*
Albuquerque, NM — Bernalillo
Alexandria, LA — Rapides
Allentown - Bethlehem, PA —
  New Jersey Portion — Warren
  Pennsylvania Portion — Carbon, Lehigh*, Northampton
Altoona, PA — Blair
Amarillo, TX — Potter*, Randall
Anaheim - Santa Ana, CA — Orange
Anchorage, AK — Anchorage
Anderson, IN — Madison
Anderson, SC — Anderson
Ann Arbor, MI — Washtenaw
Anniston, AL — Calhoun
Appleton - Oshkosh — Neenah, WI — Calumet, Outagamie*, Winnebago*
Asheville, NC — Buncombe
Ashland, KY (See Huntington - Ashland)
Athens, GA — Clarke*, Jackson, Madison, Oconee
Atlanta, GA — Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton*, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, Walton
Atlantic City, NJ — Atlantic, Cape May
Attleboro, MA (See New Bedford - Fall River - Attleboro)
Auburn, ME (See Lewiston - Auburn
Augusta, GA —
  George Portion — Columbia, McDuffie, Richmond*
  South Carolina Portion — Aiken
Aurora - Elgin, IL — Kane*, Kendall
Austin, TX — Hays, Travis*, Williamson*
Bakersfield, CA — Kern
Baltimore, MD — Anne Arundel, Baltimore, Baltimore City* Carroll, Hartford, Howard, Queen Anne's
Bangor, ME — Penobscot
Baton Rouge, LA — Ascension, East Baton Rouge*, Livingston, West Baton Rouge
Battle Creek, MI — Calhoun
Bay City, MI (See Saginaw - Bay City - Midland)
Beaumont - Port Arthur, TX — Hardin, Jefferson*, Orange
Beaver County, PA — Beaver
Bellingham, WA — Whatcom
Beloit, WI (See Janesville - Beloit)
Benton Harbor, MI — Berrien
Bergen - Passaic, NJ - Bergen, Passaic*
Bethlehem, PA (See Allentown - Bethlehem)
Billings, MT — Yellowstone
Biloxi- Gulfport, MS — Hancock, Harrison*
Binghamton, NY — Broome*, Tioga
Birmingham, AL — Blount, Jefferson*, St. Clair, Shelby, Walker
Bismarck, ND — Burleigh*, Morton
Bloomington, IN — Monroe
Bloomington - Normal, IL — McLean
Boca Raton, FL (See West Palm Beach - Boca Raton - Delray Beach)
Boise, ID — Ada
Boston - Lawrence - Salem - Lowell - Brockton, MA — Essex*, Middlesex*, Norfolk, Plymouth*, Suffolk*
Boulder - Longmont, CO — Boulder
Bradenton, FL — Manatee
Brazoria, TX — Brazoria
Bremerton, WA — Kitsap
Bridgeport - Stamford - Norwalk - Danbury, CT — Fairfield
Bridgeton, NJ (See Vineland - Millville - Bridgeton)
Bristol, CT (See Hartford - New Britain - Middletown - Bristol)
Bristol, TN (See Johnson City - Kingsport - Bristol)
Brockton, MA (See Boston - Lawrence - Salem - Lowell - Brockton)
Brownsville - Harlingen, TX — Cameron
Bryan - College Station, TX — Brazos
Buffalo, NY — Erie

BUFFALO - NIAGARA FALLS CONSOLIDATED AREA — Metro Areas: Buffalo, Niagara Falls
Burlington, NC — Alamance
Burlington, VT — Chittenden*, Grand Isle
Canton, OH — Carroll, Stark*
Casper, WY — Natrona
Cedar Falls, IA — (See Waterloo - Cedar Falls)
Cedar Rapids, IA — Linn
Champaign - Urbana - Rantoul, IL — Champaign
Charleston, SC — Berkeley, Charleston*, Dorchester
Charleston, WV — Kanawha*, Putnam
Charlotte - Gastonia - Rock Hill, NC - SC —
  North Carolina Portion — Cabarrus, Gaston*, Lincoln, Mecklenburg*, Rowan, Union,
  South Carolina Portion — York*
Charlottesville, VA — Albermarle, Charlottesville*, Fluvanna, Greene
Chattanooga, TN —
  Georgia Portion — Catoosa, Dade, Walker
  Tennessee Portion — Hamilton*, Marion, Sequatchie
Cheyenne, WY — Laramie
Chicago, IL — Cook*, DuPage, McHenry

CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA — Metro Areas: Aurora - Elgin, Chicago, IL; Gary - Hammond, IN; Joliet, IL; Kenosha, WI; Lake County, IL
Chico, CA — Butte
Cincinnati, OH —
  Indiana Portion — Dearborn
  Kentucky Portion — Boone, Campbell, Kenton
  Ohio Portion — Clermont, Hamilton*, Warren
CINCINNATI - HAMILTON CONSOLIDATED AREA — Metro Areas: Cincinnati, Hamilton - Middletown, OH
Clarksville - Hopkinsville, TN - KY —
  Kentucky Portion — Christian*
  Tennessee Portion — Montgomery*
Clearwater, FL (See Tampa - St. Petersburg - Clearwater)
Cleveland, OH — Cuyahoga*, Geauga, Lake, Medina

CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA — Metro Areas: Akron, Cleveland, Lorain - Elyria, OH
College Station, TX (See Bryan - College Station)
Colorado Springs, CO — El Paso
Columbia, MO — Boone
Columbia, SC — Lexington, Richland*
Columbus, GA —
  Alabama Portion — Russell
  Georgia Portion — Chattahoochee, Muscogee*
Columbus, OH — Delaware, Fairfield, Franklin*, Licking, Madison, Pickaway, Union
Corpus Christi, TX — Nueces*, San Patricio
Cumberland, MD —
  Maryland Portion — Allegany*
  West Virginia Portion — Mineral
Dallas, TX — Collin, Dallas*, Denton, Ellis, Kaufman, Rockwall

DALLAS - FORT WORTH CONSOLIDATED AREA — Metro Areas: Dallas, Fort Worth - Arlington, TX
Danbury, CT (See Bridgeport - Stamford - Norwalk - Danbury)
Danville, VA — Danville*, Pittsylvania
Davenport - Rock Island - Moline, IL - IA —
  Illinois Portion — Henry, Rock Island*
  Iowa Portion — Scott*
Dayton - Springfield, OH — Clark*, Greene, Miami, Montgomery*
Daytona Beach, FL — Volusia
Decatur, IL — Macon
Delray Beach, FL (See West Palm Beach - Boca Raton - Delray Beach)
Denison, TX (See Sherman - Denison)
Denver, CO — Adams, Arapahoe, Denver*, Douglas, Jefferson

DENVER - BOULDER CONSOLIDATED AREA — Metro Areas: Boulder - Longmont, Denver, CO

---

*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. If there is a central city in a one-county market, it will be located in that county.

Des Moines, IA — Dallas, Polk*, Warren

Detroit, MI — Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Wayne*

DETROIT - ANN ARBOR CONSOLIDATED AREA — Metro Areas: Ann Arbor, Detroit, MI

Dothan, AL — Dale, Houston*

Dubuque, IA — Dubuque

Duluth, MN —
  Minnesota Portion — St. Louis*
  Wisconsin Portion — Douglas

Durham, NC (See Raleigh - Durham)

East Lansing, MI (See Lansing - East Lansing)

Eau Claire, WI — Chippewa, Eau Claire*

Edinburg, TX (See McAllen - Edinburg - Mission)

El Paso, TX — El Paso

Elgin, IL (See Aurora - Elgin)

Elkhart - Goshen, IN — Elkhart

Elmira, NY — Chemung

Elyria, OH (See Lorain - Elyria)

Enid, OK — Garfield

Erie, PA — Erie

Eugene - Springfield, OR — Lane

Evansville, IN —
  Indiana Portion — Posey, Vanderburgh*, Warrick
  Kentucky Portion — Henderson

Fairfield, CA (See Vallejo - Fairfield - Napa)

Fall River, MA (See New Bedford - Fall River - Attleboro)

Fargo - Moorhead, ND - MN —
  Minnesota Portion — Clay*
  North Dakota Portion — Cass*

Fayetteville, NC — Cumberland

Fayetteville-Springdale, AR — Washington

Fitchburg, MA (See Worcester - Fitchburg - Leominster)

Flint, MI — Genesee

Florence, AL — Colbert, Lauderdale*

Florence, SC — Florence

Fort Collins - Loveland, CO — Larimer

Fort Lauderdale - Hollywood - Pompano Beach, FL — Broward

Fort Myers - Cape Coral, FL — Lee

Fort Pierce, FL — Martin, St. Lucie*

Fort Smith, AR —
  Arkansas Portion — Crawford, Sebastian*
  Oklahoma Portion — Sequoyah

Fort Walton Beach, FL — Okaloosa

Fort Wayne, IN — Allen*, DeKalb, Whitley

Fort Worth - Arlington, TX — Johnson, Parker, Tarrant*

Fresno, CA — Fresno

Gadsden, AL — Etowah

Gainesville, FL — Alachua*, Bradford

Galveston - Texas City, TX — Galveston

Gary - Hammond, IN — Lake*, Porter

Gastonia, NC (See Charlotte - Gastonia - Rock Hill)

Glens Falls, NY — Warren*, Washington

Goshen, IN (See Elkhart - Goshen)

Grand Forks, ND - Grand Forks

Grand Rapids, MI — Kent*, Ottawa

Great Falls, MT — Cascade

Greeley, CO — Weld

Green Bay, WI — Brown

Greensboro - Winston-Salem - High Point, NC — Davidson, Davie, Forsyth*, Guilford*, Randolph, Stokes, Yadkin

Greenville - Spartanburg, SC — Greenville*, Pickens, Spartanburg*

Gulfport, MS (See Biloxi - Gulfport)

Hagerstown, MD — Washington

Hamilton - Middletown, OH — Butler

Hammond, IN (See Gary - Hammond

Harlingen, TX (See Brownsville - Harlingen)

Harrisburg - Lebanon - Carlisle, PA — Cumberland, Dauphin*, Lebanon*, Perry

Hartford - New Britain - Middletown - Bristol, CT — Hartford*, Middlesex, Tolland

Hickory, NC — Alexander, Burke, Catawba*

High Point, NC (See Greensboro - Winston-Salem - High Point)

Hollywood, FL (See Fort Lauderdale - Hollywood - Pompano Beach)

Honolulu, HI — Honolulu

Hopkinsville, TN (See Clarksville - Hopkinsville)

Houma - Thibodaux, LA — Lafourche*, Terrebonne*

Houston, TX — Fort Bend, Harris*, Liberty, Montgomery, Waller

HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA — Metro Areas: Brazoria, Galveston - Texas City, Houston, TX

Huntington - Ashland, WV - KY —
  Kentucky Portion — Boyd*, Carter, Greenup
  Ohio Portion — Lawrence
  West Virginia Portion — Cabell*, Wayne

Huntsville, AL — Madison

Indianapolis, IN — Boone, Hamilton, Hancock, Hendricks, Johnson, Marion*, Morgan, Shelby

INDIANAPOLIS - ANDERSON CONSOLIDATED AREA — Metro Areas: Indianapolis, Anderson, IN

Iowa City, IA — Johnson

Jackson, MI — Jackson

Jackson, MS — Hinds*, Madison, Rankin

Jackson, TN — Madison

Jacksonville, FL — Clay, Duval*, Nassau, St. Johns

Jacksonville, NC — Onslow

Janesville - Beloit, WI — Rock

Jersey City, NJ — Hudson

Johnson City - Kingsport - Bristol, TN - VA —
  Tennessee Portion — Carter, Hawkins, Sullivan*, Unicoi, Washington*
  Virginia Portion — Bristol*, Scott, Washington

Johnstown, PA — Cambria*, Somerset

Joliet, IL — Grundy, Will*

Joplin, MO — Jasper*, Newton

Kalamazoo, MI — Kalamazoo

Kankakee, IL — Kankakee

Kansas City, MO-KS —
  Kansas Portion — Johnson, Leavenworth, Miami, Wyandotte*
  Missouri Portion — Cass, Clay, Jackson*, Lafayette, Platte, Ray

Kennewick, WA (See Richland - Kennewick - Pasco)

Kenosha, WI — Kenosha

Killeen - Temple, TX — Bell*, Coryell

Kingsport, TN (See Johnson City - Kingsport - Bristol)

Knoxville, TN — Anderson, Blount, Grainger, Jefferson, Knox*, Sevier, Union

Kokomo, IN — Howard*, Tipton

La Crosse, WI — La Crosse

Lafayette - West Lafayette, IN — Tippecanoe

Lafayette, LA — Lafayette, St. Martin

Lake Charles, LA — Calcasieu

Lake County, IL — Lake

Lakeland - Winter Haven, FL — Polk

Lancaster, PA — Lancaster

Lansing - East Lansing, MI — Clinton, Eaton, Ingham*

Laredo, TX — Webb

Las Cruces, NM — Dona Ana

Las Vegas, NV — Clark

Lawrence, KS — Douglas

Lawrence, MA (See Boston - Lawrence - Salem - Lowell - Brockton)

Lawton, OK — Comanche

Leominster, MA (See Worcester - Fitchburg - Leominster)

Lewiston - Auburn, ME — Androscoggin

Lexington - Fayette, KY — Bourbon, Clark, Fayette*, Jessamine, Scott, Woodford

Lima, OH — Allen*, Auglaize

Lincoln, NE — Lancaster

Little Rock - North Little Rock, AR — Faulkner, Lonoke, Pulaski*, Saline

Lompoc, CA (See Santa Barbara - Santa Maria - Lompoc)

Long Beach, CA (See Los Angeles - Long Beach)

Longmont, CO (See Boulder - Longmont)

Longview - Marshall, TX — Gregg*, Harrison*

Lorain - Elyria, OH — Lorain

Los Angeles - Long Beach, CA — Los Angeles

LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA — Metro Areas: Anaheim - Santa Ana, Los Angeles - Long Beach, Oxnard - Ventura, Riverside - San Bernardino, CA

Louisville, KY —
  Indiana Portion — Clark, Floyd Harrison
  Kentucky Portion — Bullitt, Jefferson*, Oldham, Shelby

Loveland, CO (See Fort Collins - Loveland)

Lowell, MA (See Boston - Lawrence - Salem - Lowell - Brockton)

Lubbock, TX — Lubbock

Lynchburg, VA — Amherst, Campbell, Lynchburg*

McAllen - Edinburg - Mission, TX — Hidalgo

Macon - Warner Robins, GA — Bibb*, Houston*, Jones, Peach

Madison, WI — Dane

Manchester - Nashua, NH — Hillsborough

Mansfield, OH — Richland

Marietta, OH (See Parkersburg - Marietta)

Marshall, TX (See Longview - Marshall)

Medford, OR — Jackson

Melbourne - Titusville - Palm Bay, FL — Brevard

Memphis, TN —
  Arkansas Portion — Crittenden
  Mississippi Portion — DeSoto
  Tennessee Portion — Shelby*, Tipton

Meriden, CT (See New Haven - Waterbury - Meriden)

Miami - Hialeah, FL — Dade

MIAMI - FORT LAUDERDALE CONSOLIDATED AREA — Metro Areas: Fort Lauderdale - Hollywood - Pompano Beach, Miami - Hialeah, FL

Middlesex - Somerset - Hunterdon, NJ — Hunterdon, Middlesex, Somerset

Middletown, CT (See Hartford - New Britain - Middletown - Bristol)

Middletown, OH (See Hamilton - Middletown)

Midland, MI (See Saginaw - Bay City - Midland)

Midland, TX — Midland

Millville, NJ (See Vineland - Millville - Bridgeton)

Milwaukee, WI — Milwaukee*, Ozaukee, Washington, Waukesha

MILWAUKEE - RACINE CONSOLIDATED AREA — Metro Areas: Milwaukee, Racine, WI

Minneapolis - St. Paul, MN —
  Minnesota Portion — Anoka, Carver, Chisago, Dakota, Hennepin*, Isanti, Ramsey*, Scott, Washington Wright
  Wisconsin Portion — St. Croix

Mishawaka, IN (See South Bend - Mishawaka)

Mission, TX (See McAllen - Edinburg - Mission)

Mobile, AL — Baldwin, Mobile*

---

*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. If there is a central city in a one-county market, it will be located in that county.

Modesto, CA — Stanislaus
Moline, IL (See Davenport - Rock Island - Moline)
Monmouth - Ocean, NJ — Monmouth, Ocean
Monroe, LA — Ouachita
Monterey, CA (See Salinas - Seaside - Monterey)
Montgomery, AL — Autauqa, Elmore, Montgomery*
Moorhead, MN (See Fargo - Moorhead)
Muncie, IN — Delaware
Muskegon, MI — Muskegon
Napa, CA (See Vallejo - Fairfield - Napa)
Naples, FL — Collier
Nashua, NH (See Manchester - Nashua)
Nashville, TN — Cheatham, Davidson*, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson
Nassau - Suffolk, NY — Nassau, Suffolk
Neenah, WI (See Appleton - Oshkosh - Neenah)
Newark, NJ — Essex*, Morris, Sussex, Union
New Bedford - Fall River - Attleboro, MA — Bristol
New Britain, CT (See Hartford - New Britain - Middletown - Bristol)
New Haven - Waterbury - Meriden, CT — New Haven
New London - Norwich, CT — New London
New Orleans, LA — Jefferson, Orleans*, St. Bernard, St. Charles, St. John the Baptist, St. Tammany
Newport News, VA (See Norfolk - Virginia Beach - Newport News)
New York, NY — Bronx*, Kings*, New York*, Putnam, Queens*, Richmond*, Rockland, Westchester

NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA — Metro Areas: Bergen - Passaic, NJ; Bridgeport - Stamford - Norwalk - Danbury, CT; Jersey City, Middlesex - Somerset - Hunterdon, Monmouth - Ocean, NJ; Nassau - Suffolk, New York, NY; Newark, NJ; Orange County, NY
Niagara Falls, NY — Niagara
Norfolk - Virginia Beach - Newport News, VA — Chesapeake, Gloucester, Hampton, James City, Newport News*, Norfolk*, Poquoson, Portsmouth, Suffolk, Virginia Beach*, Williamsburg, York
Normal, IL (See Bloomington - Normal)
North Little Rock, AR (See Little Rock - North Little Rock)
Norwalk, CT (See Bridgeport - Stamford - Norwalk - Danbury)
Norwich, CT (See New London - Norwich)
Oakland, CA — Alameda*, Contra Costa
Ocala, FL — Marion
Odessa, TX — Ector
Ogden, UT (See Salt Lake City - Ogden)
Oklahoma City, OK — Canadian, Cleveland, Logan, McClain, Oklahoma*, Pottawatomie
Olympia, WA — Thurston
Omaha, NE —
  Iowa Portion — Pottawatamie
  Nebraska Portion — Douglas*, Sarpy, Washington
Orange County, NY — Orange
Orem, UT (See Provo - Orem)
Orlando, FL — Orange*, Osceola, Seminole
Oshkosh, WI (See Appleton - Oshkosh - Neenah)
Owensboro, KY — Daviess
Oxnard - Ventura, CA — Ventura
Palm Bay, FL (See Melbourne - Titusville - Palm Bay)
Panama City, FL — Bay
Parkersburg - Marietta, WV - OH —
  Ohio Portion — Washington*
  West Virginia Portion — Wood*
Pascagoula, MS — Jackson
Pasco, WA (See Richland - Kennewick - Pasco)
Passaic, NJ (See Bergen - Passaic)
Pawtucket, RI (See Providence - Pawtucket - Woonsocket)
Pensacola, FL — Escambia*, Santa Rosa
Peoria, IL — Peoria*, Tazewell, Woodford
Petersburg, VA (See Richmond - Petersburg)
Philadelphia, PA —
  New Jersey Portion — Burlington, Camden, Gloucester
  Pennsylvania Portion — Bucks, Chester, Delaware, Montgomery, Philadelphia*

PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA — Metro Areas: Philadelphia, PA; Trenton, Vineland - Millville - Bridgeton, NJ; Wilmington, DE
Phoenix, AZ — Maricopa
Pine Bluff, AR — Jefferson
Pittsburgh, PA — Allegheny*, Fayette, Washington, Westmoreland

PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA — Metro Areas: Beaver County, Pittsburgh, PA
Pittsfield, MA — Berkshire
Pompano Beach, FL (See Fort Lauderdale - Hollywood - Pompano Beach)
Port Arthur, TX (See Beaumont - Port Arthur)
Portland, ME — Cumberland
Portland, OR — Clackamas, Multnomah*, Washington, Yamhill

PORTLAND - VANCOUVER CONSOLIDATED AREA — Metro Areas: Portland, OR, Vancouver, WA
Portsmouth - Dover - Rochester, NH — Rockingham*, Strafford*
Poughkeepsie, NY — Dutchess
Providence - Pawtucket - Woonsocket, RI — Bristol, Kent*, Providence*, Washington
Provo - Orem, UT — Utah
Pueblo, CO — Pueblo
Racine, WI — Racine
Raleigh - Durham, NC — Durham*, Franklin, Orange, Wake*
Rantoul, IL (See Champaign - Urbana - Rantoul)
Rapid City, SD — Pennington
Reading, PA — Berks
Redding, CA — Shasta
Reno, NV — Washoe
Richland - Kennewick - Pasco, WA — Benton*, Franklin
Richmond - Petersburg, VA — Charles City, Chesterfield, Colonial Heights City, Dinwiddie, Goochland, Hanover, Henrico, Hopewell City, New Kent, Petersburg City, Powhatan, Prince George, Richmond City*
Riverside - San Bernardino, CA — Riverside*, San Bernardino*
Roanoke, VA — Botetourt, Roanoke, Roanoke City*, Salem City
Rochester, MN — Olmsted
Rochester, NY — Livingston, Monroe*, Ontario, Orleans, Wayne
Rockford, IL — Boone, Winnebago*
Rock Hill, SC (See Charlotte - Gastonia - Rock Hill)
Rock Island, IL (See Davenport - Rock Island - Moline)
Rome, NY (See Utica-Rome)
Sacramento, CA — El Dorado, Placer, Sacramento*, Yolo
Saginaw - Bay City - Midland, MI — Bay*, Midland*, Saginaw*
St. Cloud, MN — Benton, Sherburne, Stearns*
St. Joseph, MO — Buchanan
St. Louis, MO, IL —
  Illinois Portion — Clinton, Jersey, Madison, Monroe, St. Clair
  Missouri Portion — Franklin, Jefferson, St. Charles, St. Louis, St. Louis City
St. Paul, MN (See Minneapolis - St. Paul)
St. Petersburg, FL (See Tampa - St. Petersburg)
Salem, MA (See Boston - Lawrence - Salem - Lowell - Brockton)
Salem, OR — Marion*, Polk
Salinas - Seaside - Monterey, CA — Monterey
Salt Lake City - Ogden, UT — Davis, Salt Lake*, Weber*
San Angelo, TX — Tom Green
San Antonio, TX — Bexar*, Comal, Guadalupe
San Bernardino, CA (See Riverside - San Bernardino)
San Diego, CA — San Diego
San Francisco, CA — Marin, San Francisco*, San Mateo

SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA — Metro Areas: Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa - Petaluma, Vallejo - Fairfield - Napa, CA
San Jose, CA — Santa Clara
Santa Ana, CA (See Anaheim - Santa Ana)
Santa Barbara - Santa Maria - Lompoc, CA — Santa Barbara
Santa Cruz, CA — Santa Cruz
Santa Fe, NM — Los Alamos, Santa Fe
Santa Maria, CA (See Santa Barbara - Santa Maria - Lompoc)
Santa Rosa - Petaluma, CA — Sonoma
Sarasota, FL — Sarasota
Savannah, GA — Chatham*, Effingham
Schenectady, NY (See Albany - Schenectady-Troy)
Scranton - Wilkes-Barre, PA — Columbia, Lackawanna*, Luzerne*, Monroe, Wyoming
Seaside, CA (See Salinas - Seaside - Monterey)
Seattle, WA — King*, Snohomish

SEATTLE - TACOMA CONSOLIDATED AREA — Metro Areas: Seattle, Tacoma, WA
Sharon, PA — Mercer
Sheboygan, WI — Sheboygan
Sherman - Denison, TX — Grayson
Shreveport, LA — Bossier, Caddo*
Sioux City, IA —
  Iowa Portion — Woodbury*
  Nebraska Portion — Dakota
Sioux Falls, SD — Minnehaha
South Bend - Mishawaka, IN — St. Joseph
Spartanburg, SC (See Greenville - Spartanburg)
Spokane, WA — Spokane
Springdale, AR (See Fayettevile - Springdale)
Springfield, IL — Menard, Sangamon*
Springfield, MA — Hampden*, Hampshire
Springfield, MO — Christian, Greene*
Springfield, OH (See Dayton - Springfield)
Springfield, OR (See Eugene - Springfield)
Stamford, CT (See Bridgeport - Stamford - Norwalk - Danbury)
State College, PA — Centre
Steubenville - Weirton, OH - WV —
  Ohio Portion — Jefferson*
  West Virginia Portion — Brooke, Hancock*
Stockton, CA — San Joaquin
Syracuse, NY — Madison, Onondaga*, Oswego
Tacoma, WA — Pierce
Tallahassee, FL — Gadsden, Leon*
Tampa - St. Petersburg - Clearwater, FL — Hernando, Hillsborough*, Pasco, Pinellas*
Temple, TX (See Killeen - Temple)
Terre Haute, IN — Clay, Vigo*
Texarkana, TX - AR —
  Arkansas Portion — Miller*
  Texas Portion — Bowie*
Texas City, TX (See Galveston - Texas City)
Titusville, FL (See Melbourne - Titusville - Palm Bay)
Toledo, OH — Fulton, Lucas*, Wood

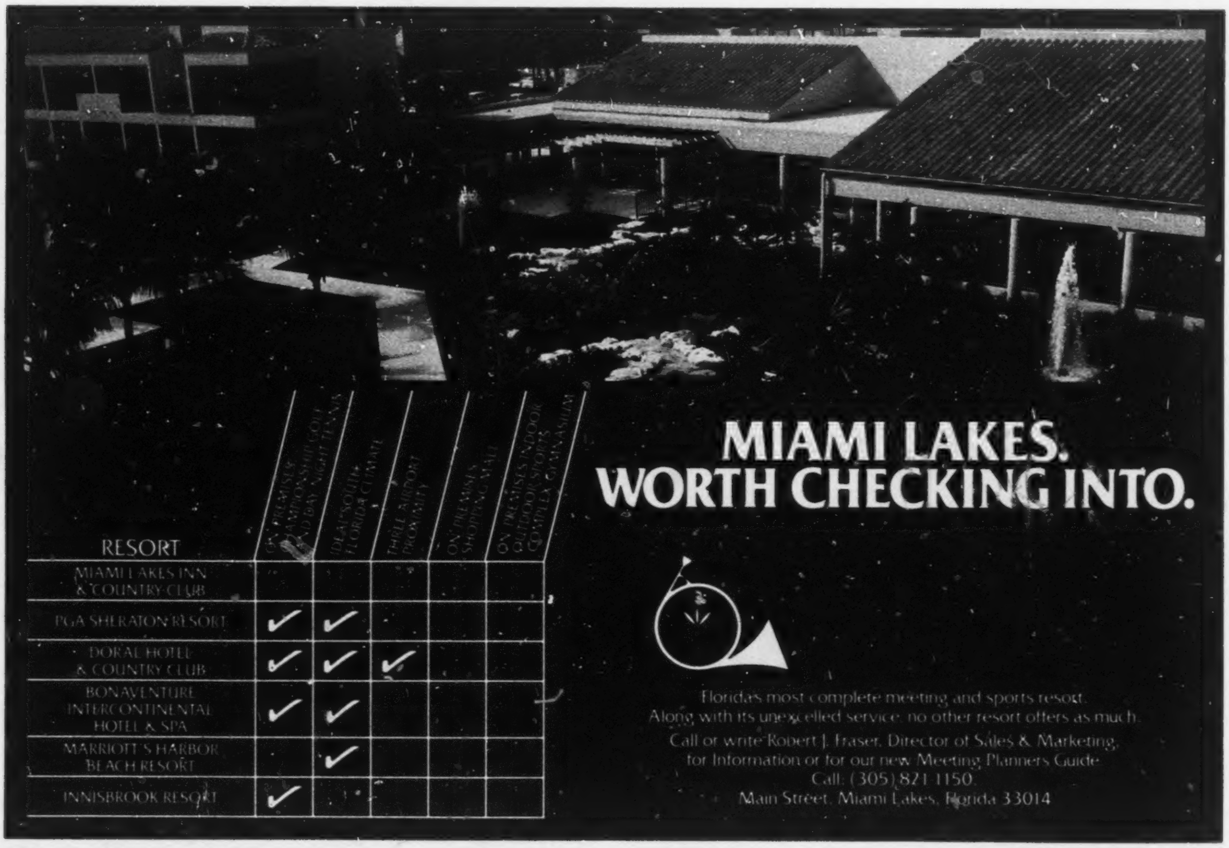
Topeka, KS — Shawnee
Trenton, NJ — Mercer
Troy, NY (See Albany - Schenectady - Troy)
Tucson, AZ — Pima
Tulsa, OK — Creek, Osage, Rogers, Tulsa*, Wagoner
Tuscaloosa, AL — Tuscaloosa
Tyler, TX — Smith
Urbana, IL (See Champaign - Urbana - Rantoul)
Utica - Rome, NY — Herkimer, Oneida*
Vallejo - Fairfield - Napa, CA — Napa*, Solano*
Vancouver, WA — Clark
Ventura, CA (See Oxnard - Ventura)
Victoria, TX — Victoria
Vineland - Millville - Bridgeton, NJ — Cumberland
Virginia Beach, VA (See Norfolk - Virginia Beach - Newport News)
Visalia - Tulare - Porterville, CA — Tulare
Waco, TX — McLennan
Warren, OH (See Youngstown - Warren)
Washington, DC —
  District of Columbia Portion — District of Columbia*
  Maryland Portion — Calvert, Charles, Frederick, Montgomery, Prince George's
  Virginia Portion — Alexandria City, Arlington, Fairfax, Fairfax City, Falls Church City, Loudon, Manassas City, Manassas Park City, Prince William, Stafford
Waterbury, CT (See New Haven - Waterbury - Meriden)
Waterloo - Cedar Falls, IA — Black Hawk*, Bremer
Wausau, WI — Marathon
Weirton, OH (See Steubenville - Weirton)
West Palm Beach - Boca Raton - Delray Beach, FL — Palm Beach
Wheeling, WV —
  Ohio Portion — Belmont
  West Virginia Portion — Marshall, Ohio*
Wichita, KS — Butler, Sedgwick*
Wichita Falls, TX — Wichita
Wilkes-Barre, PA (See Scranton - Wilkes-Barre)
Williamsport, PA — Lycoming
Wilmington, DE —
  Delaware Portion — New Castle*
  Maryland Portion — Cecil
  New Jersey Portion — Salem
Wilmington, NC — New Hanover
Winston-Salem, NC (See Greensboro - Winston-Salem - High Point)
Winter Haven, FL (See Lekeland - Winter Haven)
Woonsocket, RI (See Providence - Pawtucket - Woonsocket)
Worcester - Fitchburg - Leominster, MA — Worcester
Yakima, WA — Yakima
York, PA — Adams, York*
Youngstown - Warren, OH — Mahoning*, Trumbull*
Yuba City, CA — Sutter*, Yuba

---

*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. If there is a central city in a one-county market, it will be located in that county.

Copyright notice and rights of reproduction

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce all or any part of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.



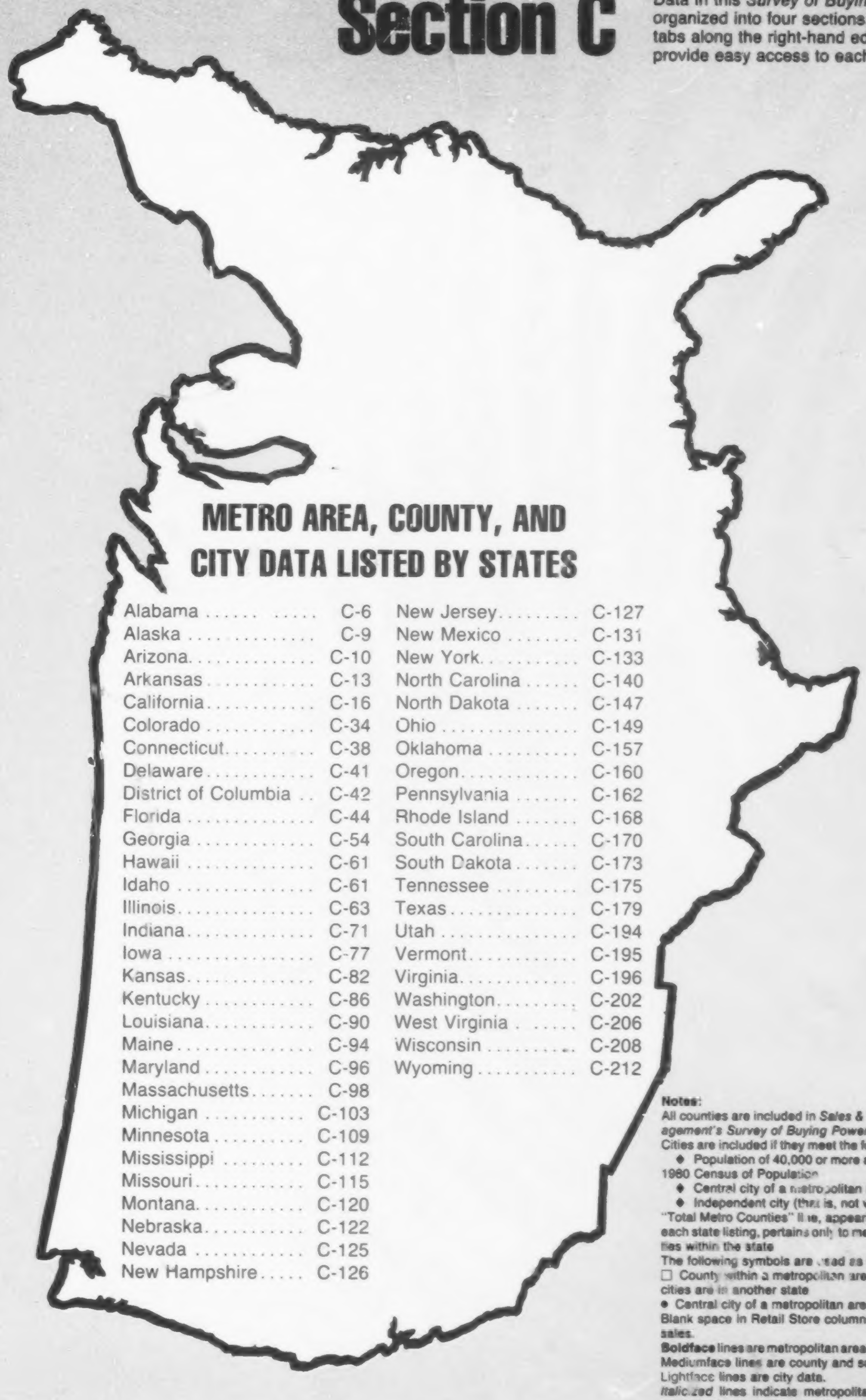
RESORT	ON PREMISES CHAMPIONSHIP GOLF AND DAY/NIGHT TENNIS	IDEAL SOUTH FLORIDA CLIMATE	THREE AIRPORT PROXIMITY	ON PREMISES SHOPPING MALL	ON PREMISES INDOOR OUTDOOR SPORTS COMPLEX GYMNASIUM
MIAMI LAKES INN & COUNTRY CLUB					
PGA SHERATON RESORT	✓	✓			
DORAL HOTEL & COUNTRY CLUB	✓	✓	✓		
BONAVENTURE INTERCONTINENTAL HOTEL & SPA	✓	✓			
MARRIOTT'S HARBOR BEACH RESORT		✓			
INNISBROOK RESORT	✓				

MIAMI LAKES.
WORTH CHECKING INTO.

Florida's most complete meeting and sports resort.
Along with its unexcelled service, no other resort offers as much.
Call or write Robert J. Fraser, Director of Sales & Marketing,
for Information or for our new Meeting Planners Guide.
Call: (305) 821-1150.
Main Street, Miami Lakes, Florida 33014

Section C

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.



METRO AREA, COUNTY, AND CITY DATA LISTED BY STATES

Alabama C-6
Alaska C-9
Arizona.............. C-10
Arkansas............ C-13
California............ C-16
Colorado C-34
Connecticut.......... C-38
Delaware............ C-41
District of Columbia .. C-42
Florida C-44
Georgia C-54
Hawaii C-61
Idaho C-61
Illinois............... C-63
Indiana.............. C-71
Iowa C-77
Kansas.............. C-82
Kentucky C-86
Louisiana............ C-90
Maine............... C-94
Maryland C-96
Massachusetts....... C-98
Michigan C-103
Minnesota C-109
Mississippi C-112
Missouri............ C-115
Montana............ C-120
Nebraska........... C-122
Nevada C-125
New Hampshire..... C-126
New Jersey......... C-127
New Mexico C-131
New York.. .... C-133
North Carolina C-140
North Dakota C-147
Ohio C-149
Oklahoma C-157
Oregon............. C-160
Pennsylvania C-162
Rhode Island C-168
South Carolina...... C-170
South Dakota....... C-173
Tennessee C-175
Texas.............. C-179
Utah C-194
Vermont............ C-195
Virginia............ C-196
Washington......... C-202
West Virginia C-206
Wisconsin C-208
Wyoming C-212

Notes:

All counties are included in *Sales & Marketing Management's Survey of Buying Power*.

Cities are included if they meet the following criteria:

◆ Population of 40,000 or more at the time of the 1980 Census of Population

◆ Central city of a metropolitan market

◆ Independent city (that is, not within a county).

"Total Metro Counties" line, appearing at the end of each state listing, pertains only to metropolitan counties within the state

The following symbols are used as indicated:

☐ County within a metropolitan area whose central cities are in another state

● Central city of a metropolitan area

Blank space in Retail Store columns indicates zero sales.

Boldface lines are metropolitan area and state totals.

Mediumface lines are county and suburban data.

Lightface lines are city data.

Italicized lines indicate metropolitan counties and central cities located in another state.

Sample tables from Survey Sections C & D

The numbers shown beneath the individual column heads in these samples are coded to the listings in the "Definition of Terms" section that accompanies this page. Definitions are listed alphabetically, followed by the appropriate number or numbers that correspond to the numbers on these samples. Thus the definition for "Age Groups of Population" is referenced to columns 4 to 7. This shows you the specific age groups, 18 to 24, 25 to 34, etc., and provides a visual link to the written definitions, making individual column topics more intelligible and enhancing your ability to profit from *Survey* data.

Caution on population estimates
Population and household estimates in the 1985 *Survey* are not directly comparable with those prior to the 1981 *Survey*. The 1985 *Survey* estimates are updates from the 1980 Census of Population and Housing whereas, prior to the 1981 *Survey*, the estimates used the 1970 Census as a benchmark.

Caution on retail sales estimates
Total retail sales and store group sales in the 1985 *Survey* are not directly comparable to those prior to the 1985 issue. The 1985 estimates are updates from the 1982 Census of Retail Trade whereas, prior to this year's *Survey*, retail sales estimates used the 1977 Census as a benchmark.

Section C: Metro Areas, Counties, Cities

ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⑪	⑫	⑬	⑭	⑮

ESTIMATES	EFFECTIVE BUYING INCOME 1984							ESTIMATES	EFFECTIVE BUYING INCOME 1984						
			% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over								% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index	**METRO AREA** County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
	⑯	⑰	⑱	⑲	⑳	㉑	㉒		⑯	⑰	⑱	⑲	⑳	㉑	㉒

Section D: Canada CMAs, Metro Areas, Counties, Cities

ESTIMATES		POPULATION 12/31/84				RETAIL SALES BY STORE GROUP—1984											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
	㉓	㉔	㉕	㉖	㉗	㉘	㉙	㉚	㉛	㉜	㉝	㉞	㉟	㊱	㊲	㊳	㊴	㊵	㊶

ESTIMATES		EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over							EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E	**County** City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
	㉓	㊷	㊸	㊹	㊺	㊻	㊼	㊽	㊾	㊿		㉓	㊷	㊸	㊹	㊺	㊻	㊼	㊽	㊾	㊿

Definition of terms used in the Survey

The following definitions pertain to both U.S. and Canadian data. However, the Standard Industrial Classification (SIC) industry codes shown for retail store groups are used in the U.S. only. Column numbers refer to the sample tables illustrated on the facing page. Also, to facilitate usage of the two Surveys we publish each year, we indicate whether the data appear in the *Survey of Buying Power* (SBP) and/or *Survey of Buying Power—Part II* (SBP—II).

AGE GROUPS OF POPULATION (Columns 4–7). Population breakdowns for four age groups are useful for marketers because age groups are associated with lifestyle changes. Thus 18 to 24 year olds represent the household-forming stage. **SBP**

APPAREL & ACCESSORIES STORES (Column 33) (SIC Major Group 56). Establishments engaged primarily in selling new clothing and related articles. It is a broadly inclusive group, embracing—besides men's and women's clothing stores—custom tailors, tailor shops, corset and lingerie stores, furriers, etc. However, apparel and accessories sales made in department and general merchandise stores are not included. **SBP, SBP—II**

AUTOMOTIVE DEALERS (Columns 14, 35) (SIC Major Group 55, except Subgroup 554). Included are retail outlets selling cars—domestic and imported, new and used. Motorcycle dealers, household trailer dealers, boat dealers, and "other" automotive dealers (such as tire, battery, and accessory dealers and auto and home supply stores) round out the group. **SBP, SBP—II**

AVERAGE HOUSEHOLD EFFECTIVE BUYING INCOME (Column 45; U.S. State Summary on EBI, B-5). Total Effective Buying Income (EBI), divided by the number of households. Often used as an indicator of market quality, but it can be misleading, particularly in areas where there is a disproportionate share of college, military, and other types of institutional population housed in group quarters not considered households. Because total EBI includes such income, a per household average credits households with income not properly theirs. (See Median Household EBI). **SBP, SBP—II**

BLACK POPULATION. Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of persons who consider themselves members of the Negro or black race and who lived in the area at the end of the year. **SBP, SBP—II**

BUILDING MATERIALS, HARDWARE STORES (Metro Ranking Table B-44) (SIC Major Group 52. This mixed group includes retail establishments whose main business is selling lumber, building materials, paint, glass, wallpaper, and basic hardware to the general public even if sales to contractors account for a larger share of total sales. Retail nurseries, lawn-and-garden supply stores, and mobile-home dealers are in this group. **SBP**

BUYING POWER INDEX (BPI) (Columns 22, 40). A weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S./Canada potential. It is calculated by giving a weight of 5 to the market's percent of U.S./Canada Effective Buying Income, 3 to its percent of retail sales, and 2 to its percent of population. The total of the weighted percents is divided by 10 to produce the BPI.

The BPI, probably one of the *Survey of Buying Power's* most widely used single market measures, is most useful in estimating the potential for mass products sold at popular prices. The further a product is removed from the mass market, the greater is the need for a BPI modified by more discriminating factors—income, age, sex, etc. **SBP, SBP—II**

CENSUS METROPOLITAN AREA (CMA). Statistics Canada, Ottawa—the federal government's data-collection agency—defines metropolitan areas by labor-markets, using the boundaries of minor civil divisions (below the country level). Each CMA comprises a continuous built-up area (the "urbanized core") together with adjoining areas with high levels of commuting to or from that core. Sales & Marketing Management defines metropolitan areas for Canada by counties because current data, especially sales data, are usually available on a county basis. (See County.) The U.S. used a system similar to Canada's prior to the 1950 Census, when it switched over to county boundaries. **SBP, SBP—II**

CENTRAL CITY. A city whose name is included in the name of a metropolitan area or fits the population and employment size criteria to qualify as a central city. The title of a Metropolitan Statistical Area (MSA) includes the name of the largest city and the names of no more than two other area cities with populations that meet certain criteria of absolute and relative size. However, if no city qualifies as a central city of the MSA, the MSA is named after its central counties; for example, Nassau-Suffolk in New York. **SBP**

CITY. An aggregation of people and retail outlets with corporate limits within which city government, as an incorporated state agency, can legally exercise authority. This year's *Survey* lists U.S. cities that either (1) had 40,000 or more population in the 1980 Census, (2) are central cities of metropolitan areas, or (3) function independently of counties (See Central City and Independent City.) **SBP**

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA). The larger area of which Primary Metropolitan Statistical Areas are components. (See Metropolitan Statistical Area.) **SBP, SBP—II**

COUNTY. The primary political administrative subdivision of a state, the county is widely used in marketing because: (1) Current available data below the state level is greatest at the county level. (2) Geographic boundaries are rarely altered. (3) Complete national coverage is achieved by adding all counties. (4) The U.S.'s 3,137 county units are manageable building blocks for alignment of sales territories. (5) County boundaries are readily identifiable.

For Louisiana, parishes are used in lieu of counties; for Alaska, census areas. The District of Columbia is treated as a single county unit. In Virginia, all cities are by law independent of counties; hence, the *Survey* treats them as county units. The cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are also independent cities.

The 1985 *Survey* follows the county boundaries as defined in the 1980 Census of Population, with two exceptions. Cibola County, NM, was created from a portion of Valencia County during 1981 and La Paz County, AZ, was created from a portion of Yuma County at the end of 1982. **SBP, SBP—II**

DEPARTMENT STORES (SIC Subgroup 531). Establishments that employ 25 or more persons and have combined sales of soft goods and apparel representing at least 20% of total sales. Furthermore, the establishment must sell minimum amounts of (1) furniture, home furnishings, appliances, radios and TV sets; (2) a general line of apparel; and (3) household linens and dry goods. So-called mass merchandisers and discount stores are included if they meet the above criteria. Department store sales are included in the General Merchandise Store sales totals. **SBP, SBP—II**

DRUGSTORES (Columns 15, 38) (SIC Subgroup 591). Includes both drugstores and proprietary stores. Drugstores fill and sell prescriptions; proprietary stores do not. Both sell drugs, proprietary medicines, and other health and first-aid products. Both may sell a number of related lines—cosmetics, toiletries, candy, tobacco products, magazines, toys, etc.—and may operate a soda fountain or lunch counter. **SBP, SBP—II**

EATING & DRINKING PLACES (Columns 11, 31) (SIC Major Group 58). Includes establishments selling prepared food and drinks for consumption on or near the premises or for takeout, as well as lunch counters and refreshments stands selling prepared foods and drinks for immediate consumption. Also included are caterers and in-plant food contractors, as well as leased eating and or drinking concessions in theatres, hotels, amusement parks, etc. **SBP, SBP—II**

EFFECTIVE BUYING INCOME (EBI) (Columns 16, 42). A classification exclusively developed by Sales & Marketing Management, it is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military and diplomatic personnel stationed overseas to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income group should be considered. **SBP, SBP—II**

EFFECTIVE BUYING INCOME, AVERAGE HOUSEHOLD. (See Average Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, HOUSEHOLD GROUP. (See Households by Effective Buying Income Group.)

EFFECTIVE BUYING INCOME, MEDIAN HOUSEHOLD. (See Median Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, PER CAPITA. (See Per Capita Effective Buying Income.)

FOOD STORES (Columns 10, 30) (SIC Major Group 54). Establishments selling food primarily for home consumption. **SBP, SBP—II**

FURNITURE, HOME FURNISHINGS, & APPLIANCE STORES (Columns 13, 34) (SIC Major Group 57.) A combination of several subgroups that sell goods for furnishing the home, including furniture, floor coverings, draperies, glass and chinaware, stoves, refrigerators, and other household appliances. **SBP, SBP—II**

GASOLINE SERVICE STATIONS (Metro Ranking Table, B-43, Column 36) (SIC Subgroup 554). Includes both "gas stations" and garages whose receipts come mostly from sales of gasoline and oil. Besides those main products they also sell tires, batteries, and accessories. **SBP**

GENERAL MERCHANDISE STORES (Columns 12, 32) (SIC Major Group 53). Includes department stores, limited-price variety stores ("5 & 10's"), and general merchandise stores. Establishments selling used general merchandise and those selling by mail, vending machine, or direct selling are classified by the Census Bureau as "miscellaneous retail stores" (SIC 59). **SBP, SBP—II**

HARDWARE STORES (Column 37) (SIC Subgroup 525). Primarily sell basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for more than 50% of total sales. *Note:* Usually included as part of Building Materials Group in U.S., hardware dealers are listed separately in Canadian Section because Statistics Canada treats them as wholesalers. **SBP**

HISPANICS. (See Spanish-Origin Population.)

HOUSEHOLD (Columns 8, 26). A household consists of all the people occupying a single housing unit under 1980 Census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters: institutions, college dormitories, military barracks, etc. *Caution:* Although a county's population total will include all the people in the area, the household total will not do so because it excludes group quarters. **SBP, SBP—II**

HOUSEHOLDER. Under Census rules, each household must have a head, therefore, the number of householders is always the same as the numbers of households. Two types of householders are recognized by the Census Bureau. A family head is a householder living with one or more persons who are related to him or her by blood or marriage. A nonfamily householder is a householder living alone or with nonrelatives only.

HOUSEHOLDS BY EFFECTIVE BUYING INCOME GROUP (Columns 18–21, 46–50). A household's available spending potential is also used by marketers who want to aim their efforts at those most likely to buy. **SBP**

INDEPENDENT CITY. Several cities in the U.S. that do not fall within official county boundaries are treated as independent entities by the Census Bureau. The *Survey* lists those independent cities as county entities. Except for St. Louis, MO; Baltimore, MD and Carson City, NV, which replaced Ormsby County, all independent cities are in the state of Virginia. These are Alexandria, Bedford, Bristol, Buena Vista, Charlottesville, Chesapeake, Clifton Forge, Colonial Heights, Covington, Danville, Emporia, Fairfax, Falls Church, Franklin, Fredericksburg, Galax, Hampton, Harrisonburg, Hopewell, Lexington, Lynchburg, Manassas, Manassas Park, Martinsville, Newport News, Norfolk, Norton, Petersburg, Poquoson, Portsmouth, Radford, Richmond, Roanoke, Salem, South Boston, Staunton, Suffolk, Virginia Beach, Waynesboro, Williamsburg, and Winchester. **SBP, SBP—II**

MEDIAN AGE (Column 3). A calculation that divides the age distribution of the population into two equal groups, with one-half of the population younger, and one-half older, than the median figure. **SBP**

MEDIAN HOUSEHOLD EFFECTIVE BUYING INCOME (Column 17). This figure divides the income distribution into two equal parts, with one-half the households above it, the other half below it. It is a more reliable indicator of an area's relative income level than is Average Household Effective Buying Income because it is less likely to be skewed by statistical oddities. (See Average Household Effective Buying Income). **SBP**

MERCHANDISE LINE SALES. These data show total sales of 10 broad product categories, such as groceries, other food products, toiletries, footwear, and so on. The merchandise line sales data are now based on the 1982 Census of Retail Trade. Several broad changes in product classifications were made between the 1972 and 1982 Censuses. Those which affect the data in the *Survey* are: (1) "Drugs," previously part of "Drugs and Other Health Aids," are now a separate category. (2) "Other Health Aids" are now part of "Health and Beauty Aids." (3) The "Radio, TV, and Musical Instruments" category was divided into (a) "TV" and (b) "Audio, Musical Equipment, and Supplies." **SBP—II**

METROPOLITAN AREA CODE (Column 23). This is a numbering system to identify constituent metro counties in the *Survey's* Canadian tables. Starting with the numeral 501 and following the alphabetic sequence of metropolitan areas, it assigns an identifying number to each metropolitan area and its component units. **SBP, SBP—II**

METROPOLITAN STATISTICAL AREA (MSA). A geographic area with a large population nucleus together with adjacent communities which have a high degree of economic and social integration with that nucleus. The MSA concept's major purpose is to enable all federal statistical agencies to use the same geographic definition when studying metropolitan characteristics. Metropolitan area definitions are reviewed every 10 years following completion of the decennial population census. The MSA definitions in this *Survey*, which adhere to the federal government's new revisions, are based on commuting and other statistical results of the 1980 Census. As part of the current revisions, the term *Standard Metropolitan Statistical Area (SMSA)* was replaced by *Metropolitan Statistical Area (MSA)*. MSA designations follow a set of standards prepared by the Federal Committee on MSAs, which advises the Office of Management and Budget (OMB) on metropolitan area definitions. Under 1980 standards, an area qualifies as an MSA in one of two ways: (1) if there is a city of at least 50,000 population, or (2) an urbanized area of at least 50,000 population with a total metropolitan population of at least 100,000. In addition to the county containing the central city, an MSA may include additional counties which have close economic and social ties to the central county. MSAs are defined in terms of entire counties, except in the six New England states, where towns and cities are the units of definition because of the lack of county governments. The federal government's alternative, but unofficial, New England County Metropolitan Area (NECMA) concept is used by Sales & Marketing Management for those states. A metro of more than 1 million population may qualify for separate recognition as a Primary Metropolitan Statistical Area (PMSA). A PMSA is characterized by very strong internal economic and social links. If two or more PMSAs are contiguous, they are designated as a Consolidated Metropolitan Statistical Area (CMSA).

Note: The *Survey's* Metro Market ranking tables in Section B are based on data for MSAs, PMSAs and NECMAs, but do not include CMSAs. **SBP, SPB—II**

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA). The U.S. Office of Information and Regulatory Affairs (OIRA), located in the Office of Management and Budget, defines these areas by applying to the New England counties the same criteria used in establishing Metropolitan Statistical Areas (MSAs) outside New England. **SBP, SBP—II**

NEWSPAPER MARKET. To qualify, a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same county, they are combined into a multiple-newspaper market. For a newspaper city to be part of a multiple-newspaper market name, it must be at least one-third as large as the largest city in the market, or part of the metropolitan name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate more than 20% of the households. **SBP—II**

PER CAPITA EFFECTIVE BUYING INCOME (Column 44; U.S. State Summary on Effective Buying Income, B-5). This an arithmetic average obtained by dividing Total Effective Buying Income by Total Population. It measures an area's spending power by eliminating the impact of population size. However, because population is measured as of Dec. 31, whereas EBI is measured as a flow over the calendar year, a significant change in population during the year can distort the per capita figure. **SBP**

PERCENT OF U.S./CANADA (Columns 2, 25, 29, 43). A market's share of the total U.S./Canada population. Effective Buying Income, or retail sales, it shows the relative importance of the geographic area's demographic or socioeconomic factors. **SBP**

POPULATION (Columns 1, 24). Updated from the Census Bureau's 1980 Census of Population and Housing, and Statistics Canada's 1981 Census of Population and Housing, it is a head-count estimate of all the people living in an area at the end of the year. It includes people living in group quarters such as colleges and hospitals, and armed forces permanently assigned to the area, but excludes tourists and transients. **SBP, SBP—II**

POPULATION, AGE GROUPS OF. (See Age Groups of Population.)

POPULATION, BLACK. (See Black Population.)

POPULATION, MEDIAN AGE OF. (See Median Age.)

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA). In areas of more than 1 million population, Primary Metropolitan Statistical Areas are identified that have a large urbanized county, or cluster of counties, with very strong internal economic and social links. (See Metropolitan Statistical Area.)

QUALITY INDEX (QI) Column 41; U.S. State Summary on Retail Sales, B-7). If a market's percent of the national population, which can be taken to represent par, is divided into the Buying Power Index, it yields the Quality Index. A high index could reflect either above-average resident buying power or a strong influx of shoppers from outside the area, or both. **SBP, SBP—II**

RETAIL SALES (Columns 9, 28). All net sales (minus refunds and allowances for returns) for establishments engaged primarily in retail trade. Receipts from repairs and other services are also included, but retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they may be affected by the movement of shoppers to and from adjacent areas.

Retail sales totals in the 1985 *Survey* are updates from 1982 Census of Retail Trade benchmarks. However, in line with new Census Bureau policy, they no longer include: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Note that the aggregate sales of the six store types shown in the *Survey* will not equal Total Retail Sales because that figure includes the many store types not shown in the *Survey*. **SBP, SBP—II**

RETAIL SALES BY STORE GROUP (Columns 10–15, 30–38). Individual retail store groups are considered as channels of distribution in local markets. The retail sales of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. **SBP, SBP—II**

SALES ACTIVITY INDEX (SAI). (Column 39; U.S. State Summary on Retail Sales, B-7). It is obtained by dividing an area's percentage of national retail sales by its percentage of national population. Because the numerator (the market's percentage of total retail sales) includes all sales made in the market, and the denominator (the market's percent of national population) includes only residents of the market, a high index may indicate a strong influx of nonresident shoppers. **SBP**

SPANISH-ORIGIN POPULATION. Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of persons who consider themselves of Spanish or Hispanic origin or descent. Persons of Spanish origin may be of any race. **SBP**

STANDARD INDUSTRIAL CLASSIFICATION (SIC). Federal government censuses classify individual business establishments by the type of primary activity in which they are engaged. Retail outlets are classified as 2-digit major groups, such as Food Stores (SIC 54); 3-digit subgroups, such as Grocery Stores (SIC 541); and 4-digit detailed industry groups, such as Retail Bakeries (SIC 5462). **SBP**

STANDARD METROPOLITAN STATISTICAL AREA (SMSA). (See Metropolitan Statistical Area.)

SUBURBAN TOTAL. There is no official definition of a suburb. Census Bureau metropolitan tables refer to suburbs as "balance of area." However, because the suburbs are the most important local market entities, they were introduced in the 1976 *Survey*. A "suburban total" is the arithmetic difference between the metropolitan market total and the related central city total. That is, deducting the central city population from the metro market population, for example, will give you the suburb population. **SBP**

TELEVISION MARKET. The *Survey's* TV Markets are Arbitron's Areas of Dominant Influence (ADI). Arbitron studies each county for its measurable viewing patterns. The market of origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. All of the U.S. is covered except for Hawaii and part of Alaska. **SBP—II**

ALABAMA

ALA. S&MM ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANNISTON	**124.9**	**.0524**	**29.1**	**16.9**	**16.6**	**17.3**	**22.9**	**43.3**	**451,009**	**97,755**	**31,992**	**62,050**	**19,465**	**105,097**	**17,877**
Calhoun	124.9	.0524	29.1	16.9	16.6	17.3	22.9	43.3	451,009	97,755	31,992	62,050	19,465	105,097	17,877
• Anniston	30.4	.0128	33.1	10.6	15.5	15.8	31.3	11.8	305,528	67,958	15,607	38,548	12,196	94,651	11,751
SUBURBAN TOTAL	94.5	.0396	27.9	18.9	17.0	17.7	20.3	31.5	145,481	29,797	16,385	23,502	7,269	10,446	6,126
BIRMINGHAM	**915.7**	**.3842**	**31.9**	**11.5**	**17.6**	**17.9**	**26.7**	**342.7**	**4,237,532**	**974,658**	**315,186**	**471,283**	**215,976**	**1,012,996**	**157,949**
Blount	39.2	.0164	33.0	9.9	15.7	20.3	26.5	14.1	75,114	20,854	3,672	8,356	1,593	18,349	2,825
Jefferson	680.4	.2855	32.1	11.8	17.6	17.5	27.5	260.1	3,633,285	802,186	280,479	420,760	197,498	853,390	133,200
• Bessemer	31.4	.0132	32.5	11.3	15.1	14.4	31.8	11.6	229,097	68,916	10,793	24,671	6,581	70,205	4,971
• Birmingham	282.5	.1186	31.8	13.0	17.7	15.0	29.3	111.9	1,836,296	319,174	153,088	199,744	129,712	506,170	47,770
St. Clair	46.8	.0196	31.8	10.1	16.4	19.0	25.7	16.0	91,136	24,864	4,063	6,391	1,843	29,168	3,721
Shelby	77.4	.0325	29.5	11.8	19.8	19.8	19.4	26.5	178,420	67,338	12,411	12,665	5,215	28,996	6,833
Walker	71.9	.0302	32.4	10.5	15.7	18.5	27.4	26.0	259,577	59,416	14,561	23,111	9,827	83,093	11,370
SUBURBAN TOTAL	601.8	[illegible]524	31.9	10.9	17.6	19.5	25.1	219.2	2,172,139	586,568	151,305	246,868	79,683	436,621	105,208
DOTHAN	**126.1**	**.0529**	**29.9**	**12.0**	**17.6**	**18.5**	**22.5**	**45.3**	**696,138**	**140,417**	**49,357**	**97,415**	**32,279**	**187,973**	**19,079**
Dale	45.2	.0190	28.0	14.3	19.2	17.3	19.3	15.5	134,589	33,439	10,579	14,782	3,205	24,945	4,874
Houston	80.9	.0339	31.1	10.6	17.1	[illegible]	24.2	29.8	561,549	106,978	38,778	82,633	29,074	163,028	14,205
• Dothan	53.9	.0226	30.9	10.7	17.9	19.2	23.6	20.2	513,074	93,596	35,861	71,511	26,819	157,381	12,594
SUBURBAN TOTAL	72.2	.0303	29.1	12.9	17.7	17.9	21.7	25.1	183,064	46,821	13,496	25,904	5,460	30,592	6,485
FLORENCE	**139.6**	**.0586**	**32.1**	**11.9**	**15.9**	**19.2**	**26.2**	**52.0**	**604,619**	**126,022**	**43,853**	**98,114**	**22,293**	**146,445**	**15,390**
Colbert	56.1	.0235	32.6	10.8	16.0	19.2	27.0	21.0	243,661	50,385	20,278	24,616	5,619	65,316	7,020
Lauderdale	83.5	.0351	31.8	12.7	15.9	19.2	25.6	31.0	360,958	75,637	23,575	73,498	16,674	81,129	8,370
• Florence	36.7	.0154	32.1	14.9	15.1	17.6	28.0	14.4	309,032	55,292	19,804	70,475	14,813	72,738	7,437
SUBURBAN TOTAL	102.9	.0432	32.1	10.9	16.0	19.8	25.6	37.6	295,587	70,730	24,049	27,639	7,480	73,707	7,953
GADSDEN	**104.8**	**.0440**	**33.1**	**10.5**	**15.6**	**17.9**	**29.2**	**39.1**	**412,079**	**113,933**	**33,367**	**59,056**	**17,165**	**80,370**	**13,731**
Etowah	104.8	.0440	33.1	10.5	15.6	17.9	29.2	39.1	412,079	113,933	33,367	59,056	17,165	80,370	13,731
• Gadsden	47.1	.0198	35.6	10.9	14.3	15.6	35.1	18.7	303,002	79,226	22,121	42,230	15,056	71,767	10,046
SUBURBAN TOTAL	57.7	.0242	31.5	10.1	16.9	19.8	24.3	20.4	109,077	34,707	11,246	16,826	2,109	8,603	3,685
HUNTSVILLE	**208.0**	**.0873**	**30.3**	**13.4**	**17.3**	**21.5**	**20.4**	**76.7**	**1,098,675**	**215,974**	**98,870**	**161,471**	**58,292**	**274,626**	**29,171**
Madison	208.0	.0873	30.3	13.4	17.3	21.5	20.4	76.7	1,098,675	215,974	98,870	161,471	58,292	274,626	29,171
• Huntsville	147.8	.0620	30.8	13.1	17.2	22.[illegible]	20.8	56.6	1,025,660	198,071	91,958	159,237	54,295	262,313	2[illegible],610
SUBURBAN TOTAL	60.2	.0253	29.1	14.2	17.3	20.2	19.5	20.1	73,015	17,903	6,912	2,234	3,997	12,313	1,561

Birmingham...Hard Charging!

Birmingham is a vital, growing community in the Sunbelt, where business and leisure opportunities abound. 1986 will be a banner year for Birmingham with the Spring opening of the largest hotel/shopping mall in the Southeast, the $165-millon dollar Riverchase Galleria. And, in the Fall the excitement of horse racing will become a reality in Birmingham with the opening of the new $60 millon dollar horse racing facility.

Hard charging...you bet!

Grow with Birmingham. Be a part of this exciting market...advertise with:

The Birmingham News

Birmingham Post-Herald

Call (205) 325-2230

Represented nationally by Newhouse Newspapers

ALA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
MOBILE	**468.8**	**.1967**	**30.0**	**12.2**	**16.8**	**17.6**	**24.1**	**167.6**	**2,358,934**	**586,317**	**184,440**	**314,964**	**106,324**	**528,162**	**98,302**
Baldwin	87.0	.0365	32.4	10.1	15.1	18.5	27.5	31.6	403,329	115,192	33,381	38,351	15,621	76,015	17,457
Mobile	381.8	.1602	29.6	12.6	17.1	17.4	23.3	136.0	1,955,605	471,125	151,059	276,613	90,703	452,147	80,845
• Mobile	206.2	.0865	30.6	13.2	17.2	16.8	25.7	77.5	1,554,801	305,717	129,358	240,929	75,272	412,998	63,515
SUBURBAN TOTAL	262.6	.1102	29.6	11.3	16.6	18.2	22.8	90.1	804,133	280,600	55,082	74,035	31,052	115,164	34,787
MONTGOMERY	**291.4**	**.1224**	**30.4**	**12.3**	**16.9**	**18.5**	**23.7**	**103.9**	**1,377,300**	**288,174**	**103,398**	**200,099**	**52,417**	**351,408**	**52,222**
Autauga	35.2	.0148	30.1	11.2	14.9	21.5	21.1	11.8	116,244	29,027	8,376	10,513	2,820	32,398	3,152
Elmore	47.8	.0201	31.5	11.1	16.8	18.6	25.6	16.0	111,910	40,115	4,968	8,333	3,040	17,815	7,411
Montgomery	208.4	.0875	30.2	12.7	17.4	18.0	23.6	76.1	1,149,146	219,032	90,054	181,253	46,557	301,195	41,659
• Montgomery	188.0	.0789	30.1	12.8	17.6	17.8	23.6	69.7	1,108,451	208,854	85,800	179,282	43,057	296,668	41,554
SUBURBAN TOTAL	103.4	.0435	31.0	11.4	15.6	19.9	23.8	34.2	268,849	79,320	17,598	20,817	9,360	54,740	10,668
TUSCALOOSA	**143.2**	**.0601**	**29.0**	**17.5**	**17.0**	**16.8**	**23.0**	**51.5**	**672,674**	**171,441**	**52,801**	**96,725**	**25,904**	**130,624**	**19,767**
Tuscaloosa	143.2	.0601	29.0	17.5	17.0	16.8	23.0	51.5	672,674	171,441	52,801	96,725	25,904	130,624	19,767
• Tuscaloosa	75.1	.0315	27.4	23.4	17.1	14.2	22.8	27.6	520,613	108,296	43,055	92,458	21,323	109,684	11,358
SUBURBAN TOTAL	68.1	.0286	30.8	11.0	17.0	19.6	23.2	23.9	152,061	63,145	9,746	4,267	4,581	20,940	8,409
OTHER COUNTIES															
Barbour	25.4	.0106	31.7	9.6	14.7	16.0	29.2	8.8	74,252	24,307	6,840	5,752	1,560	11,018	4,113
Bibb	16.5	.0070	31.3	10.6	14.8	17.6	26.8	5.8	34,927	12,132	1,413	3,296	960	8,063	1,930
Bullock	10.2	.0043	31.2	10.2	13.8	14.4	30.4	3.6	26,520	7,423	1,119	1,028	1,302	1,570	1,406
Butler	21.5	.0090	33.1	9.4	13.7	15.6	31.7	7.6	89,351	22,376	7,183	8,165	1,625	18,049	4,525
Chambers	39.5	.0166	33.1	9.8	14.8	16.6	30.6	14.3	135,926	39,310	7,793	6,103	7,889	36,278	5,819
Cherokee	19.8	.0083	33.4	10.5	15.1	19.6	28.1	7.0	43,026	9,779	2,638	2,150	872	9,706	2,051
Chilton	32.0	.0135	32.5	10.4	15.2	18.6	27.7	12.0	112,046	30,017	5,377	11,282	5,202	27,031	5,395
Choctaw	16.5	.0069	30.6	9.8	14.0	17.4	26.4	5.6	39,839	15,745	4,647	1,782	1,283	4,609	1,662
Clarke	27.8	.0117	30.3	10.3	14.5	17.1	26.1	9.4	121,099	37,589	6,824	12,941	3,712	21,116	7,297
Clay	13.7	.0057	33.5	9.8	13.8	17.9	30.0	4.8	35,650	11,625	1,548	2,526	729	6,717	714
Cleburne	13.0	.0055	32.9	10.3	15.1	19.3	27.6	4.9	20,744	4,968	1,447	1,893	617	5,206	758
Coffee	39.4	.0165	32.2	10.3	16.5	19.5	25.9	14.4	166,803	33,978	8,798	18,632	11,577	48,782	5,193
Conecuh	15.6	.0066	32.2	10.5	13.8	14.9	31.2	5.4	41,500	10,513	2,435	3,656	621	3,262	2,759
Coosa	11.5	.0048	33.1	10.3	13.9	17.0	30.4	4.3	7,001	1,856	332	71	612	1,146	315
Covington	37.3	.0157	36.2	9.7	13.5	17.8	33.7	14.7	152,245	41,881	7,288	14,788	8,781	35,396	7,456
Crenshaw	14.1	.0059	34.5	9.7	13.6	16.1	33.1	5.3	31,507	11,084	1,071	1,706	1,026	7,450	1,402
Cullman	65.3	.0274	33.3	10.2	15.3	19.1	28.3	24.1	247,726	65,623	14,304	23,567	10,759	55,061	9,177
Dallas	54.0	.0226	29.4	11.4	14.4	16.1	25.8	18.4	199,191	47,553	13,053	30,148	6,284	39,612	8,940
De Kalb	57.2	.0240	33.1	10.2	15.3	18.7	28.4	21.6	143,433	37,376	9,405	12,233	7,583	32,769	[illegible]
Escambia	39.1	.0164	31.4	10.7	16.2	18.3	25.9	13.1	154,347	31,413	8,999	15,450	6,367	29,254	[illegible]
Fayette	19.3	.0081	33.6	10.1	14.7	18.1	29.9	7.1	56,388	16,752	2,675	5,474	2,366	13,867	[illegible]
Franklin	29.4	.0123	33.9	10.2	15.0	19.3	29.2	11.1	114,506	23,464	5,022	11,903	5,661	38,178	[illegible]
Geneva	24.5	.0103	33.9	9.7	14.1	18.2	30.3	9.0	56,677	21,857	1,039	5,660	1,303	9,633	3,149
Greene	11.2	.0047	29.4	10.7	12.8	13.6	29.3	3.7	34,357	12,000	1,625	2,409	1,470	5,970	1,437
Hale	15.2	.0064	30.3	10.9	12.8	14.0	30.0	5.0	31,777	11,414	890	1,235	875	10,604	1,986
Henry	15.7	.0066	32.7	9.5	15.4	16.6	29.8	5.6	46,577	15,713	1,861	2,390	2,040	3,951	1,112
Jackson	54.2	.0228	31.1	10.7	17.3	19.8	23.5	19.5	149,455	35,757	7,414	15,679	5,841	48,485	5,670
Lamar	16.7	.0070	33.8	9.8	14.2	18.6	29.6	6.1	46,892	16,131	1,490	1,684	1,658	6,754	2,126
Lawrence	31.3	.0131	30.5	10.3	15.5	18.7	24.3	10.7	66,370	18,387	4,236	7,567	2,076	6,755	2,595
Lee	80.4	.0338	25.4	25.3	16.4	16.1	18.2	30.3	347,561	83,400	30,695	55,752	8,908	75,249	10,256
Limestone	47.3	.0198	31.1	11.3	15.9	19.4	24.4	16.5	157,815	42,921	12,261	15,338	5,469	34,102	6,650
Lowndes	13.4	.0056	25.6	11.7	12.9	13.9	24.0	3.8	22,883	7,040	489	519	926	5,955	272
Macon	26.6	.0112	28.5	17.3	14.1	13.0	27.9	8.4	51,624	16,874	2,390	629	1,031	6,831	3,312
Marengo	25.0	.0105	30.8	10.1	13.9	16.1	28.1	8.4	87,253	23,101	3,961	9,948	3,548	22,314	2,753
Marion	31.9	.0134	33.4	10.1	15.1	19.1	28.5	11.8	88,617	20,605	3,710	13,337	3,376	18,249	3,635
Marshall	69.4	.0291	33.1	10.6	15.5	19.6	27.5	26.4	344,997	74,347	20,097	48,838	10,484	103,017	10,711
Monroe	22.8	.0096	30.2	10.0	14.5	16.3	26.7	7.6	65,413	21,106	3,653	6,693	1,574	13,151	2,871
Morgan	95.2	.0399	31.6	10.6	16.8	19.9	24.3	34.9	438,194	98,872	27,892	60,727	19,786	106,400	16,479
Decatur	43.5	.0183	31.7	10.9	17.1	19.8	24.6	16.6	341,582	71,708	21,954	52,739	14,124	87,898	10,844
Perry	14.7	.0062	29.4	12.5	12.2	14.3	28.9	4.7	23,067	7,095	702	1,646	636	3,246	2,261
Pickens	21.6	.0090	31.9	10.2	13.7	16.6	29.1	7.3	41,746	12,792	1,241	1,889	2,369	10,261	1,872
Pike	28.1	.0118	29.9	17.1	13.4	15.3	27.9	10.0	109,580	24,428	10,556	11,527	2,455	26,751	4,638
Randolph	20.2	.0085	33.5	10.1	13.9	16.9	31.1	7.3	57,262	20,626	2,280	4,831	1,585	8,760	3,076
☐ Russell	48.3	.0203	31.0	11.5	15.8	17.9	25.8	17.5	136,332	52,065	10,927	17,396	1,689	15,907	6,106

METRO MOBILE Press-Register

Alabama's Second Largest. After Birmingham
...MOBILE RANKS FIRST in Alabama in

POPULATION	468,800
HOUSEHOLDS	167,600
EBI	$4,377,653,000
TOTAL RETAIL SALES	$2,358,934,000

ALA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Sumter	16.7	.0070	27.6	14.3	12.6	12.9	27.8	5.4	39,771	15,239	2,685	6,619	858	3,838	1,852
Talladega	76.5	.0321	30.3	11.3	15.2	17.4	25.5	26.2	293,100	88,047	18,250	35,148	10,015	65,987	12,075
Tallapoosa	39.5	.0166	33.3	9.6	14.9	17.4	30.0	14.4	119,335	30,166	7,408	11,352	8,275	23,916	7,098
Washington	17.3	.0072	29.2	10.6	15.3	17.8	23.4	5.8	37,151	8,028	876	1,968	3,142	6,958	1,203
Wilcox	14.8	.0063	28.2	10.1	12.7	13.2	28.2	4.6	36,645	13,336	1,511	2,558	1,059	4,760	1,259
Winston	23.3	.0097	32.7	9.9	15.6	20.1	26.3	8.5	71,009	23,082	4,029	10,086	4,448	12,710	2,016
TOTAL METRO COUNTIES	**2,570.8**	**1.0789**	**30.9**	**12.5**	**17.1**	**18.2**	**24.8**	**939.6**	**12,045,292**	**2,766,756**	**924,191**	**1,578,573**	**551,804**	**2,833,608**	**429,594**
TOTAL STATE	**4,042.4**	**1.6965**	**31.1**	**12.1**	**16.3**	**18.0**	**25.6**	**1,464.8**	**16,958,447**	**4,073,884**	**1,217,643**	**2,109,148**	**745,399**	**3,932,413**	**635,453**

ALA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANNISTON	**1,018,464**	**19,606**	**27.0**	**30.8**	**13.7**	**4.5**	**.0407**
Calhoun	1,018,464	19,606	27.0	30.8	13.7	4.5	.0407
• Anniston	254,126	16,869	27.6	24.7	11.7	6.2	.0146
SUBURBAN TOTAL	764,338	20,546	26.7	33.0	14.5	3.9	.0261
BIRMINGHAM	**8,703,675**	**21,813**	**23.7**	**29.5**	**16.2**	**8.4**	**.3440**
Blount	262,082	16,373	30.5	29.0	8.4	2.0	.0102
Jefferson	6,755,909	22,271	23.2	29.2	16.5	9.2	.2723
• Bessemer	229,612	16,209	23.6	26.1	11.5	4.2	.0124
• Birmingham	2,387,395	17,368	27.0	26.4	12.1	5.3	.1125
St. Clair	332,766	18,734	29.0	33.1	10.7	2.8	.0125
Shelby	794,438	27,644	19.2	28.8	23.4	12.2	.0261
Walker	558,480	18,689	26.8	30.0	12.7	4.1	.0229
SUBURBAN TOTAL	6,086,668	24,487	22.1	31.1	18.5	10.2	.2191
DOTHAN	**1,055,002**	**19,431**	**28.0**	**31.0**	**12.3**	**5.2**	**.0471**
Dale	370,575	18,953	30.0	31.1	11.5	4.3	.0141
Houston	684,427	19,710	26.9	31.0	12.7	5.6	.0330
• Dothan	496,974	20,898	26.2	31.3	13.9	7.1	.0260
SUBURBAN TOTAL	558,028	18,335	29.5	30.7	11.0	3.6	.0211

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
FLORENCE	**1,194,726**	**20,351**	**25.8**	**31.0**	**14.7**	**5.1**	**.0488**
Colbert	462,212	19,854	26.5	32.1	13.8	3.8	.0193
Lauderdale	732,514	20,735	25.2	30.3	15.4	6.0	.0295
• Florence	344,015	20,384	24.8	28.2	16.5	6.2	.0169
SUBURBAN TOTAL	850,711	20,340	26.1	32.1	14.1	4.7	.0319
GADSDEN	**836,020**	**17,829**	**27.2**	**28.3**	**12.5**	**4.1**	**.0345**
Etowah	836,020	17,829	27.2	28.3	12.5	4.1	.0345
• Gadsden	385,992	15,825	27.6	24.1	11.2	5.0	.0185
SUBURBAN TOTAL	450,028	19,651	26.9	32.2	13.6	3.3	.0160
HUNTSVILLE	**2,360,593**	**26,508**	**20.7**	**28.8**	**18.9**	**16.1**	**.0886**
Madison	2,360,593	26,508	20.7	28.8	18.9	16.1	.0886
• Huntsville	1,807,205	27,846	19.6	27.8	19.6	18.3	.0712
SUBURBAN TOTAL	553,388	23,399	23.9	31.4	17.0	9.8	.0174
MOBILE	**4,377,653**	**22,627**	**23.0**	**29.3**	**17.3**	**9.2**	**.1790**
Baldwin	819,317	22,574	24.6	29.9	17.1	8.8	.0325
Mobile	3,558,336	22,640	22.7	29.1	17.3	9.3	.1465
• Mobile	2,073,925	22,458	23.0	28.4	16.3	10.6	.0935
SUBURBAN TOTAL	2,303,728	22,769	23.1	29.9	18.0	8.0	.0855

Alabama's third largest market

RANK	METRO AREA	POPULATION	EBI	TOTAL RETAIL SALES
1	BIRMINGHAM	915,700	$ 8,703,675,000	$ 4,237,532,000
2	MOBILE	468,800	4,377,653,000	2,358,934,000
3	THE GREATER HUNTSVILLE MARKET*	324,700	3,268,953,800	1,601,487,000
4	MONTGOMERY	291,400	2,677,827,000	1,377,300,000

*Madison, Limestone & Marshall

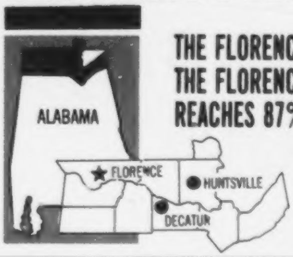
SOURCE: S&MM 1985 Survey of Buying Power

Huntsville

Huntsville Times & News

#1 EBI PER HHLD MARKET IN ALABAMA*

Represented by Newhouse Newspapers.



POWER SOURCE OF NORTHWEST ALABAMA

THE FLORENCE, ALABAMA MSA IS A VITAL PART OF A TOP 100 MARKET, THE FLORENCE/HUNTSVILLE/DECATUR ADI. THE **TIMES DAILY**, REACHES 87% OF ALL ADULTS IN THE MSA AND AN EFFECTIVE BUYING INCOME OF OVER A BILLION DOLLARS.

A POWERFUL MARKET SERVED BY A POWERFUL NEWSPAPER.

NYT
THE NEW YORK TIMES
REGIONAL NEWSPAPER GROUP

Represented nationally by:
Branham/Newspaper Sales
New York 212-490-1200
Atlanta 404-233-6708

Source: Sales & Marketing Management, 1985 Survey of Buying Power; A.B.C. Fas Fax.

ALA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
MONTGOMERY	**2,677,827**	**21,926**	**23.8**	**29.6**	**16.5**	**8.5**	**.1084**
Autauga	312,008	24,806	19.4	31.8	20.9	7.9	.0118
Elmore	365,287	20,131	25.5	31.9	13.6	4.8	.0137
Montgomery	2,000,532	21,889	24.1	28.7	16.4	9.4	.0829
• Montgomery	1,822,328	21,931	24.2	29.1	16.5	9.1	.0768
SUBURBAN TOTAL	855,499	21,913	23.1	30.6	16.5	7.2	.0316
TUSCALOOSA	**1,181,283**	**19,072**	**24.6**	**28.3**	**13.6**	**6.1**	**.0506**
Tuscaloosa	1,181,283	19,072	24.6	28.3	13.6	6.1	.0506
• Tuscaloosa	613,311	16,838	24.9	25.0	11.5	6.7	.0303
SUBURBAN TOTAL	567,972	21,540	24.2	32.1	16.1	5.4	.0203
OTHER COUNTIES							
Barbour	166,455	14,926	27.3	23.6	8.8	4.6	.0070
Bibb	105,200	15,775	29.7	28.8	7.5	1.6	.0042
Bullock	61,545	12,843	30.5	18.1	7.7	3.7	.0026
Butler	144,664	15,384	29.7	25.9	7.1	4.3	.0067
Chambers	320,888	19,555	26.4	29.7	14.6	4.6	.0126
Cherokee	142,532	17,157	29.8	29.9	10.0	2.6	.0055
Chilton	267,693	19,280	26.0	30.4	12.2	5.6	.0105
Choctaw	117,048	15,864	23.1	22.7	12.9	5.9	.0046
Clarke	197,493	17,118	24.3	26.2	12.2	4.9	.0090
Clay	84,847	14,848	30.4	27.5	6.0	2.1	.0035
Cleburne	103,332	19,071	27.6	33.0	10.7	3.6	.0036
Coffee	306,031	19,220	25.6	33.2	10.4	4.5	.0131
Conecuh	97,034	13,474	25.0	24.5	6.4	3.9	.0042
Coosa	91,577	17,853	26.9	31.7	9.7	3.3	.0029
Covington	273,019	15,484	29.6	27.0	7.3	3.0	.0120
Crenshaw	77,009	11,131	30.1	17.9	4.6	1.9	.0033
Cullman	488,836	16,896	29.7	28.4	8.9	4.0	.0208
Dallas	320,268	13,690	29.0	22.6	7.7	2.7	.0153
De Kalb	416,573	16,031	27.8	28.5	8.8	2.9	.0162
Escambia	271,215	16,765	26.9	28.6	10.4	3.7	.0121
Fayette	157,821	19,082	24.5	30.3	11.9	5.6	.0061
Franklin	231,078	17,623	26.0	28.8	11.2	4.5	.0096
Geneva	195,097	17,024	25.3	28.3	10.3	4.6	.0072
Greene	60,720	11,417	27.7	16.1	6.9	4.1	.0028
Hale	78,344	11,240	26.1	19.4	5.5	3.0	.0036
Henry	112,712	17,035	29.1	29.2	9.8	3.6	.0046
Jackson	388,339	17,884	28.5	32.0	9.9	2.3	.0156
Lamar	129,115	18,677	26.8	31.2	11.5	3.9	.0050
Lawrence	235,021	19,288	23.3	28.7	14.9	4.9	.0088
Lee	672,135	17,524	24.4	25.1	12.8	6.5	.0278
Limestone	415,244	22,080	23.1	30.8	15.4	8.7	.0156
Lowndes	61,440	12,000	28.6	19.7	4.9	3.8	.0029
Macon	151,370	12,811	27.3	19.8	8.7	3.9	.0064
Marengo	156,718	14,332	23.6	22.3	11.7	3.7	.0071
Marion	258,597	19,311	26.2	32.0	11.6	4.5	.0099
Marshall	493,118	16,013	30.3	27.4	8.6	2.7	.0232
Monroe	159,477	17,030	25.1	27.3	11.8	4.5	.0065
Morgan	850,206	21,999	23.9	32.0	16.6	6.2	.0346
Decatur	432,752	24,052	21.3	30.5	19.7	8.0	.0200
Perry	77,688	11,968	26.9	19.7	7.3	2.8	.0033
Pickens	134,185	15,042	29.3	25.1	9.0	2.5	.0053
Pike	184,761	14,235	27.3	24.5	8.5	3.1	.0086
Randolph	138,536	16,234	28.3	28.1	9.4	2.8	.0057
☐ Russell	344,607	16,711	26.9	27.8	10.2	3.8	.0138
Sumter	101,790	13,593	24.9	21.4	10.2	4.1	.0043
Talladega	602,884	19,778	25.6	29.0	14.8	5.7	.0249
Tallapoosa	289,768	17,200	30.0	29.8	9.3	3.2	.0116
Washington	125,496	19,571	22.6	30.9	14.2	3.9	.0047
Wilcox	81,434	13,017	26.3	18.5	9.3	4.3	.0037
Winston	166,171	16,399	31.7	27.3	9.0	3.2	.0068
TOTAL METRO COUNTIES	**23,749,850**	**21,570**	**24.1**	**29.5**	**15.8**	**8.3**	**.9555**
TOTAL STATE	**34,512,374**	**19,846**	**25.1**	**28.8**	**14.0**	**6.8**	**1.4014**

ALASKA

ALASKA
S&MM ESTIMATES

POPULATION—12/31/84 | RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANCHORAGE	**229.8**	**.0964**	**27.7**	**14.0**	**24.8**	**21.5**	**10.3**	**83.8**	**2,440,434**	**359,583**	**304,357**	**310,472**	**128,725**	**435,959**	**94,935**
Anchorage	229.8	.0964	27.7	14.0	24.8	21.5	10.3	83.8	2,440,434	359,583	304,357	310,472	128,725	435,959	94,935
• Anchorage	229.8	.0964	27.7	14.0	24.8	21.5	10.3	83.8	2,440,434	359,583	304,357	310,472	128,725	435,959	94,935
OTHER COUNTIES															
Aleutian Islands	7.7	.0033	25.5	22.9	28.4	16.5	6.6	1.8	13,302	7,458	1,680	1,100		95	
Bethel	12.8	.0054	23.4	13.6	18.7	16.3	12.0	3.3	30,453	6,130	931	13,111	166	2,908	
Bristol Bay	1.4	.0006	28.7	19.5	31.5	21.9	8.4	.3	8,211	3,460	2,366		68	737	
Dillingham	5.8	.0024-	24.7	14.2	19.7	17.7	12.0	1.8	10,805	6,015	1,714	534	83	985	
Fairbanks North Star	66.7	.0280	27.0	15.8	25.7	19.5	9.9	23.2	622,915	112,789	67,101	74,474	28,465	143,689	24,278
Haines	1.9	.0008	30.0	8.8	21.5	22.8	16.5	.6	11,770	3,072	1,093	1,111	62	820	
Juneau	25.6	.0107	29.3	11.2	24.6	22.1	14.0	9.2	223,272	72,462	25,254	507	13,415	22,241	7,326
Kenai Peninsula	38.2	.0161	28.2	10.8	22.9	21.0	13.4	13.2	221,635	64,216	22,440	2,249	6,715	26,901	14,986
Ketchikan Gateway	13.2	.0055	29.5	11.6	20.4	20.8	18.0	4.9	82,457	12,121	12,567	7,992	3,229	8,260	2,388
Kobuk	5.7	.0024	22.9	13.8	18.3	14.5	13.2	1.5	24,195	8,593	3,760	6,283		60	

WHEN YOU NEED ALA$KA...
FAIRBANKS NEWS-MINER
ANCHORAGE TIMES
JUNEAU EMPIRE
SITKA SENTINEL
KETCHIKAN NEWS

our 5 dailies
deliver 74% of
ALASKA'S BUYING POWER
Turn to Branham and
Alaska Dailies
Phone any Branham office for details

ALASKA (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Kodiak Island	13.8	.0058	27.0	16.2	26.1	18.8	10.2	4.4	70,594	15,521	10,907		2,230	11,251	2,561
Matanuska - Susitna	32.0	.0134	28.4	9.1	21.8	21.5	14.0	10.6	121,816	47,405	10,707	3,783	3,878	7,108	1,076
Nome	7.6	.0032	24.9	13.0	19.0	16.7	14.2	2.1	32,530	15,984	3,776	5,096	877	147	747
North Slope	5.2	.0022	25.9	14.6	22.0	18.9	11.2	1.2	34,483	3,786	29,641	1,007			
Prince of Wales - Outer Ketchikan	4.4	.0018	27.2	12.4	20.6	20.2	13.7	1.3	14,943	8,588	3,462	230	186	339	
Sitka	8.8	.0037	27.8	12.9	21.5	20.8	13.6	2.7	43,843	17,873	4,886	1,485	2,140	541	1,329
Skagway - Yakutat - Angoon	4.2	.0018	27.9	10.4	23.4	18.6	14.7	1.3	10,929	3,866	2,126	1,653	103	207	
Southeast Fairbanks	7.2	.0030	25.8	15.1	24.3	18.8	8.8	2.0	15,619	6,408	2,296	1,048	106	886	
Valdez - Cordova	10.2	.0043	28.8	12.0	23.7	21.9	13.4	3.6	57,397	19,030	9,491	820	238	3,955	1,134
Wade Hampton	5.5	.0023	21.4	13.5	16.2	14.5	12.3	1.1	12,836	3,891	317	6,514	64	128	
Wrangell - Petersburg	7.1	.0030	28.8	11.5	22.5	19.3	16.7	2.2	33,269	16,365	3,387	657	133	1,596	1,032
Yukon - Koyukuk	8.9	.0037	26.8	13.5	23.8	18.3	12.2	2.6	36,180	9,380	3,431	4,726	382	771	
TOTAL METRO COUNTIES	**229.8**	**.0964**	**27.7**	**14.0**	**24.8**	**21.5**	**10.3**	**83.8**	**2,440,434**	**359,583**	**304,357**	**310,472**	**128,725**	**435,959**	**94,935**
TOTAL STATE	**523.7**	**.2198**	**27.5**	**13.5**	**23.9**	**20.5**	**11.5**	**178.7**	**4,173,688**	**823,996**	**527,690**	**444,852**	**191,265**	**669,584**	**151,792**

ALASKA
S&MM ESTIMATES

METRO AREA County City	EFFECTIVE BUYING INCOME 1984						
	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANCHORAGE	**3,500,946**	**38,145**	**13.7**	**23.5**	**21.2**	**33.4**	**.1435**
Anchorage	3,500,946	38,145	13.7	23.5	21.2	33.4	.1435
• Anchorage	3,500,946	38,145	13.7	23.5	21.2	33.4	.1435
OTHER COUNTIES							
Aleutian Islands	120,320	26,825	20.9	29.4	16.7	20.0	.0034
Bethel	93,773	21,194	23.4	21.8	15.5	15.1	.0036
Bristol Bay	20,841	39,000	7.7	24.7	23.6	36.0	.0007
Dillingham	57,298	25,379	18.0	22.0	16.5	20.4	.0020
Fairbanks North Star	1,009,425	38,019	15.7	20.1	19.0	35.0	.0395
Haines	18,399	28,091	20.6	25.4	19.0	19.5	.0009
Juneau	427,300	44,468	9.8	21.3	22.9	41.0	.0155
Kenai Peninsula	511,628	35,183	14.3	20.9	18.5	31.8	.0182
Ketchikan Gateway	202,208	39,041	9.5	22.4	24.0	32.1	.0070
Kobuk	53,305	29,769	19.7	22.3	18.4	23.1	.0021
Kodiak Island	185,104	35,708	16.0	21.6	22.2	29.0	.0065
Matanuska - Susitna	325,452	28,280	17.6	28.6	20.0	17.4	.0118
Nome	70,583	26,310	18.4	20.1	16.8	23.3	.0027
North Slope	66,707	40,842	12.1	18.0	22.2	35.9	.0025
Prince of Wales - Outer Ketchikan	62,191	39,963	11.0	18.0	24.6	34.5	.0020
Sitka	127,094	45,569	9.1	20.8	24.2	40.4	.0041
Skagway - Yakutat - Angoon	44,558	29,704	20.6	23.5	19.8	21.2	.0015
Southeast Fairbanks	66,859	24,273	25.2	23.5	18.0	17.3	.0023
Valdez - Cordova	150,357	35,000	15.1	20.3	16.9	33.1	.0051
Wade Hampton	24,335	17,571	26.2	25.9	11.0	7.3	.0012
Wrangell - Petersburg	78,395	31,115	16.8	30.8	23.4	18.5	.0029
Yukon - Koyukuk	71,516	15,377	23.8	18.8	13.0	9.9	.0030
TOTAL METRO COUNTIES	**3,500,946**	**38,145**	**13.7**	**23.5**	**21.2**	**33.4**	**.1435**
TOTAL STATE	**7,288,594**	**36,028**	**14.8**	**22.8**	**20.3**	**31.1**	**.2820**

ARIZONA

ARIZ.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PHOENIX	**1,736.0**	**.7285**	**31.4**	**12.4**	**17.6**	**18.0**	**25.7**	**669.1**	**10,724,956**	**2,392,019**	**1,019,053**	**1,210,472**	**740,355**	**2,120,195**	**488,543**
Maricopa	1,736.0	.7285	31.4	12.4	17.6	18.0	25.7	669.1	10,724,956	2,392,019	1,019,053	1,210,472	740,355	2,120,195	488,543
Glendale	115.6	.0485	29.1	12.3	19.8	19.9	18.3	41.9	736,061	140,259	39,631	40,631	30,475	306,886	30,035
• Mesa	198.9	.0835	29.7	12.4	19.8	16.1	23.4	75.4	1,487,421	281,325	107,017	234,615	111,725	336,023	80,209
• Phoenix	861.1	.3614	30.6	12.4	18.8	18.7	23.0	331.8	5,510,872	1,233,057	551,522	692,849	435,596	896,333	241,018
• Scottsdale	102.6	.0431	37.3	11.3	14.1	22.2	31.2	42.5	1,132,992	198,061	122,895	121,432	67,501	317,830	46,134
• Tempe	119.3	.0501	27.0	22.7	20.7	18.5	14.8	44.5	911,612	203,563	105,031	70,490	38,212	169,592	40,398
SUBURBAN TOTAL	454.1	.1904	34.9	9.9	14.7	16.3	33.5	174.9	1,682,059	476,013	132,588	91,086	87,321	400,417	80,784

ARIZ. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
TUCSON	**602.1**	**.2527**	**31.3**	**13.5**	**18.2**	**17.1**	**26.1**	**236.3**	**3,079,688**	**690,950**	**307,852**	**424,510**	**203,136**	**588,467**	**145,327**
Pima	602.1	.2527	31.3	13.5	18.2	17.1	26.1	236.3	3,079,688	690,950	307,852	424,510	203,136	588,467	145,327
• Tucson	368.4	.1546	30.4	15.9	18.9	15.7	25.5	149.1	2,509,582	510,256	239,696	348,217	183,285	557,591	116,776
SUBURBAN TOTAL	233.7	.0981	32.9	9.8	17.0	19.3	27.1	87.2	570,106	180,694	68,156	76,293	19,847	30,876	28,551
OTHER COUNTIES															
Apache	59.3	.0249	22.4	11.8	15.3	16.1	14.2	15.1	95,954	33,550	5,220	14,174	518	4,984	3,792
Cochise	95.5	.0401	30.5	11.7	16.3	18.1	24.6	33.6	319,532	92,598	28,454	36,983	12,649	64,283	12,698
Coconino	87.4	.0367	24.7	19.5	19.3	15.9	13.9	27.5	512,108	106,888	69,743	57,499	16,010	60,514	18,437
Gila	38.7	.0162	32.7	9.0	14.5	17.2	29.5	14.2	158,783	61,205	13,805	12,598	2,272	24,212	7,401
Graham	25.0	.0105	28.1	11.6	15.7	17.1	22.1	7.4	116,541	32,770	6,325	13,972	3,475	19,171	6,818
Greenlee	11.2	.0047	27.3	10.0	17.0	17.2	19.8	3.7	22,415	11,249	1,233	1,388	778	1,850	1,174
La Paz	13.5	.0057	30.7	11.4	14.9	17.1	26.5	5.3	28,869	8,936	2,502	768	909	2,775	1,024
Mohave	69.1	.0290	38.3	8.2	13.4	17.4	36.7	28.1	388,028	101,420	31,136	28,764	9,787	74,630	11,640
Navajo	74.3	.0312	24.5	11.0	15.5	17.1	16.5	21.5	271,793	88,150	23,895	23,548	4,465	30,843	8,271
Pinal	99.6	.0418	30.0	11.0	16.1	17.1	24.8	33.2	337,368	106,602	27,885	21,927	7,399	43,563	22,269
Santa Cruz	22.8	.0096	29.0	9.5	15.7	17.5	23.1	7.2	155,069	41,520	12,450	23,394	5,825	17,122	9,696
Yavapai	82.9	.0348	40.3	8.1	13.2	16.3	39.9	34.6	391,463	112,349	35,525	46,530	13,340	48,748	15,300
Yuma	88.9	.0373	29.5	13.3	15.7	16.5	24.9	30.6	449,480	106,761	46,376	52,135	19,083	87,285	24,633
Yuma	46.7	.0196	28.3	16.0	17.6	16.6	21.6	16.2	319,220	70,225	33,353	46,355	15,853	72,793	19,922
TOTAL METRO COUNTIES	**2,338.1**	**.9812**	**31.4**	**12.2**	**17.7**	**17.8**	**25.8**	**905.4**	**13,804,644**	**3,082,969**	**1,326,934**	**1,634,982**	**943,491**	**2,708,662**	**633,870**
TOTAL STATE	**3,106.3**	**1.3037**	**31.0**	**12.4**	**17.4**	**17.5**	**25.5**	**1,167.4**	**17,052,047**	**3,986,967**	**1,631,483**	**1,968,662**	**1,040,001**	**3,188,642**	**777,023**

ARIZ.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
PHOENIX	**19,137,205**	**25,153**	**23.1**	**32.3**	**18.8**	**10.9**	**.7653**
Maricopa	19,137,205	25,153	23.1	32.3	18.8	10.9	.7653
Glendale	1,198,766	26,958	21.7	32.9	21.9	9.9	.0500
• Mesa	2,074,125	25,206	23.8	33.9	19.8	8.5	.0914
• Phoenix	9,279,172	24,681	23.2	32.5	18.4	10.1	.3799
• Scottsdale	1,478,987	31,315	18.4	28.3	23.3	19.8	.0635
• Tempe	1,358,083	27,841	20.4	30.9	21.7	13.4	.0575
SUBURBAN TOTAL	4,946,838	24,192	24.7	32.2	17.3	10.7	.1730
TUCSON	**5,810,565**	**21,012**	**27.5**	**31.2**	**14.1**	**7.3**	**.2346**
Pima	5,810,565	21,012	27.5	31.2	14.1	7.3	.2346
• Tucson	3,273,355	18,856	30.1	30.5	11.9	4.5	.1525
SUBURBAN TOTAL	2,537,210	25,563	23.4	32.2	17.8	12.0	.0821
OTHER COUNTIES							
Apache	302,560	16,785	24.9	25.0	12.7	4.6	.0130
Cochise	718,597	17,790	33.1	29.2	10.7	3.6	.0294

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Coconino	686,337	21,282	25.8	32.0	14.5	6.8	.0325
Gila	326,913	20,561	25.0	30.0	15.8	5.3	.0133
Graham	140,262	15,558	32.8	26.4	7.2	3.4	.0075
Greenlee	87,398	24,603	20.9	48.0	12.0	2.7	.0032
La Paz	89,476	11,255	34.9	16.1	4.2	1.2	.0034
Mohave	576,442	17,370	33.2	29.0	9.8	3.6	.0260
Navajo	474,581	19,333	24.3	28.6	14.3	5.6	.0217
Pinal	710,960	19,031	29.2	33.8	9.9	3.7	.0299
Santa Cruz	174,622	20,205	30.0	30.2	12.8	7.5	.0089
Yavapai	743,633	17,842	31.7	28.9	10.5	4.6	.0304
Yuma	665,422	18,177	33.4	29.8	11.1	3.6	.0308
Yuma	381,144	19,894	31.0	32.2	13.7	3.8	.0187
TOTAL METRO COUNTIES	**24,947,770**	**24,043**	**24.3**	**32.0**	**17.6**	**9.9**	**.9999**
TOTAL STATE	**30,644,973**	**22,650**	**25.5**	**31.5**	**16.2**	**8.7**	**1.2499**

Copyright notice and rights of reproduction

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce all or any part of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

'THE EAST VALLEY'... ARIZONA'S SECOND LARGEST MARKET
(larger than Tucson)
is served best
by the
Golden Triangle
Newspapers
CHANDLER ARIZONAN
MESA TRIBUNE
SCOTTSDALE PROGRESS
TEMPE DAILY NEWS

ARKANSAS

ARK. S&MM ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
FAYETTEVILLE - SPRINGDALE	**106.0**	**.0445**	**29.5**	**18.0**	**17.3**	**17.3**	**23.2**	**38.9**	**569,127**	**110,196**	**54,528**	**115,082**	**22,313**	**109,506**	**11,335**
Washington	106.0	.0445	29.5	18.0	17.3	17.3	23.2	38.9	569,127	110,196	54,528	115,082	22,313	109,506	11,335
• Fayetteville	36.1	.0152	25.4	31.5	18.6	13.1	19.1	13.6	336,865	57,942	37,754	85,245	12,291	71,728	7,318
• Springdale	25.6	.0107	31.5	10.9	17.8	18.8	24.9	9.5	186,250	37,325	13,378	26,473	9,119	34,552	3,103
SUBURBAN TOTAL	44.3	.0186	32.0	11.0	16.3	19.7	25.4	15.8	46,012	14,929	3,396	3,364	903	3,226	914
FORT SMITH	**175.5**	**.0737**	**32.2**	**10.4**	**16.0**	**18.6**	**27.0**	**64.0**	**828,853**	**149,247**	**76,882**	**122,042**	**37,415**	**167,856**	**20,321**
Crawford	41.0	.0172	31.6	9.8	16.2	19.2	25.3	14.0	94,040	19,745	10,527	15,466	4,531	16,116	2,636
Sebastian	99.4	.0417	32.4	10.9	16.8	18.1	27.6	38.1	647,537	102,539	61,432	96,717	29,649	135,780	16,442
• Fort Smith	74.0	.0311	32.7	11.2	16.9	17.5	28.6	29.3	622,775	92,011	59,904	96,208	29,272	133,878	16,042
Sequoyah, Okla.	*35.1*	*.0148*	*32.4*	*9.4*	*14.0*	*19.3*	*27.1*	*11.9*	*87,276*	*26,963*	*4,923*	*9,859*	*3,235*	*15,960*	*1,243*
SUBURBAN TOTAL	101.5	.0426	31.9	9.7	15.6	19.4	25.7	34.7	206,078	57,236	16,978	25,834	8,143	33,978	4,279
LITTLE ROCK - NORTH LITTLE ROCK	**501.5**	**.2103**	**30.3**	**12.4**	**18.6**	**18.3**	**23.0**	**180.6**	**2,758,093**	**525,197**	**246,337**	**383,616**	**128,471**	**618,191**	**62,901**
Faulkner	51.6	.0216	29.0	17.8	15.5	16.8	23.9	17.7	208,076	38,768	21,047	23,141	9,722	34,124	4,677
Lonoke	37.5	.0157	31.3	9.7	15.2	19.8	24.6	12.6	116,578	34,085	3,195	11,587	1,662	31,482	5,207
Pulaski	354.3	.1487	30.2	12.3	19.6	17.8	22.6	130.9	2,276,886	411,729	214,180	329,595	111,706	511,191	47,562
• Jacksonville	28.7	.0120	24.8	19.0	21.4	17.1	11.0	9.1	138,835	28,501	15,198	19,929	5,436	37,484	3,520
• Little Rock	171.7	.0721	30.8	12.[illegible]	20.4	16.8	24.6	66.1	1,371,793	212,026	143,908	193,217	78,477	325,444	30,701
• North Little Rock	65.5	.0275	32.7	11.2	17.5	17.4	28.6	25.2	614,618	117,912	45,909	109,132	20,735	120,564	11,350
Saline	58.1	.0243	31.7	9.7	17.4	21.7	22.5	19.4	156,553	40,615	7,915	19,293	5,381	41,394	5,455
SUBURBAN TOTAL	235.6	.0987	30.1	12.1	17.3	19.7	21.8	80.2	632,847	166,758	41,322	61,338	23,823	134,699	17,330
PINE BLUFF	**90.2**	**.0378**	**30.4**	**12.4**	**15.6**	**16.2**	**26.6**	**30.5**	**413,765**	**93,147**	**28,381**	**58,522**	**16,561**	**86,455**	**11,892**
Jefferson	90.2	.0378	30.4	12.4	15.6	16.2	26.6	30.5	413,765	93,147	28,381	58,522	16,561	86,455	11,892
• Pine Bluff	55.6	.0233	30.9	12.9	15.4	14.7	29.0	19.7	379,557	78,571	25,805	56,587	15,667	84,593	11,002
SUBURBAN TOTAL	34.6	.0145	29.5	11.7	16.1	18.7	22.5	10.8	34,208	14,576	2,576	1,935	894	1,862	890
TEXARKANA	**119.5**	**.0502**	**32.5**	**9.8**	**16.0**	**17.3**	**28.8**	**43.3**	**690,158**	**141,937**	**59,686**	**93,735**	**31,403**	**128,406**	**20,882**
Miller	38.8	.0163	32.0	9.9	15.8	16.5	28.7	13.9	179,770	60,022	17,678	10,856	7,149	8,278	7,950
• Texarkana	22.2	.0093	33.4	10.0	15.3	15.4	32.2	8.3	171,130	58,583	16,355	10,801	6,971	7,998	7,929
Bowie, Tex.	*80.7*	*.0339*	*32.8*	*9.8*	*16.0*	*17.7*	*28.8*	*29.4*	*510,388*	*81,915*	*42,008*	*82,879*	*24,254*	*120,128*	*12,932*
• Texarkana	*33.5*	*.0141*	*33.0*	*10.5*	*16.0*	*14.7*	*32.1*	*13.0*	*393,831*	*53,820*	*30,897*	*72,945*	*21,799*	*100,103*	*9,742*
SUBURBAN TOTAL	63.8	.0268	32.0	9.4	16.1	19.3	25.9	22.0	125,197	29,534	12,434	9,989	2,633	20.305	3,211
OTHER COUNTIES															
Arkansas	23.2	.0097	33.6	10.0	15.4	17.3	30.5	8.7	100,009	26,116	5,393	12,527	3,709	14,704	2,759
Ashley	26.2	.0110	31.8	9.5	14.7	18.4	26.9	9.1	77,051	19,712	4,107	11,231	2,740	18,235	3,553
Baxter	31.5	.0132	47.2	6.1	11.2	15.0	47.6	12.9	126,220	29,119	9,005	19,206	8,004	21,148	6,253

The Arkansas Gazette reaches more people.

The Arkansas Gazette is "the" newspaper in Arkansas with the largest circulation in the Little Rock metro area, the ADI, and in the entire state.

For 166 years, the Arkansas Gazette has been providing Arkansas readers with the news and information they need and want. And we're just as committed as ever to meeting the highest standards in journalism and advertising excellence . . . every day.

When you're looking for "the" newspaper in the Arkansas market, give us a call at the Arkansas Gazette.

50% MORE DAILY
Circulation
in the Metro Area
than Arkansas's
next largest newspaper.

80% MORE DAILY
Circulation
in the entire State
than Arkansas's
next largest newspaper.

Arkansas Gazette.
(501) 371-3994

Bill Bohannon, National Advertising Manager

Represented Nationally by Sawyer-Ferguson-Walker
Source: Circulation '84/'85

ARK. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Benton	89.0	.0374	35.1	10.0	14.5	17.7	32.4	33.0	341,817	81,594	22,926	48,192	18,984	72,042	7,088
Boone	28.8	.0121	35.5	9.4	14.8	17.9	32.8	10.9	146,086	33,915	11,399	22,774	6,045	32,596	5,248
Bradley	13.7	.0057	36.7	9.2	12.4	16.8	35.2	5.1	43,385	12,549	2,158	3,878	1,016	7,153	2,174
Calhoun	6.1	.0026	34.5	11.8	12.8	16.6	32.8	2.2	11,609	3,988	363	146	366	1,717	430
Carroll	17.7	.0074	39.0	7.9	14.0	17.8	37.3	7.2	71,600	21,417	7,022	6,493	2,033	9,380	1,601
Chicot	17.4	.0073	30.6	9.8	12.3	14.4	30.2	5.8	50,244	15,181	2,809	2,677	543	10,902	2,114
Clark	23.2	.0097	31.2	17.8	14.0	15.5	29.2	8.0	118,479	20,894	10,339	17,312	2,284	31,732	3,451
Clay	20.6	.0087	38.0	8.4	12.5	18.0	35.9	7.9	46,786	14,042	2,989	7,035	942	8,471	2,887
Cleburne	19.5	.0082	39.4	8.2	11.9	19.1	36.9	7.4	60,256	10,092	3,212	10,719	1,833	15,744	1,507
Cleveland	8.1	.0034	34.7	8.7	14.2	18.8	30.8	2.9	6,150	1,387	387		131	330	376
Columbia	26.5	.0111	33.6	12.4	13.2	16.7	31.5	9.6	106,463	22,636	8,223	19,043	7,783	15,861	3,810
Conway	20.0	.0084	33.3	9.9	13.8	17.0	30.6	7.0	115,339	23,530	5,006	16,416	3,381	35,256	2,389
Craighead	65.5	.0275	30.3	15.3	16.7	18.0	24.2	23.3	379,761	71,736	38,736	64,388	16,323	66,912	12,907
☐ Crittenden	48.8	.0205	28.2	11.1	15.3	17.2	22.3	16.0	339,327	53,343	18,516	24,130	8,508	65,875	9,348
● West Memphis	27.1	.0114	28.7	11.4	16.9	18.2	21.2	9.3	258,556	42,747	16,691	22,951	6,600	61,625	8,119
Cross	20.2	.0084	30.0	10.3	14.9	16.7	25.8	6.7	72,405	22,806	4,286	10,476	1,562	11,843	1,366
Dallas	10.7	.0045	34.5	9.2	14.0	16.5	32.8	3.9	39,533	9,090	2,057	6,422	1,502	8,674	1,132
Desha	19.4	.0082	29.7	10.7	14.5	15.0	27.3	6.5	124,234	24,132	3,915	18,612	2,714	49,084	2,318
Drew	18.3	.0077	30.5	13.5	15.0	16.9	26.4	6.3	59,879	12,965	4,131	8,451	2,046	12,635	1,736
Franklin	16.0	.0067	34.2	9.8	14.2	17.9	31.0	5.7	40,540	11,182	3,588	4,802	878	8,116	1,619
Fulton	10.7	.0045	39.2	7.6	13.0	16.9	38.1	4.3	21,691	6,582	1,748	1,935	1,230	2,046	1,520
Garland	75.5	.0317	38.7	8.8	13.9	16.8	37.7	30.7	420,259	78,566	50,579	73,158	13,834	83,942	12,149
Grant	13.6	.0058	33.5	9.5	14.9	21.0	26.7	4.8	31,129	7,668	2,075	5,461	418	4,109	1,715
Greene	32.0	.0134	33.6	10.0	15.4	18.6	29.3	11.8	119,907	22,539	10,593	19,857	5,650	20,880	4,136
Hempstead	24.4	.0103	34.7	9.2	13.7	17.6	32.0	8.6	77,211	22,770	5,693	9,507	2,348	12,678	2,363
Hot Spring	27.9	.0117	33.9	9.4	15.2	18.2	30.2	10.2	92,112	18,351	6,293	11,388	2,579	22,681	2,128
Howard	13.9	.0058	34.6	9.1	14.0	16.4	33.0	5.0	63,726	13,158	2,705	10,400	2,090	18,173	2,211
Independence	32.6	.0137	33.3	10.3	15.7	18.6	28.7	11.7	113,682	27,336	7,161	16,568	4,717	22,781	3,279
Izard	11.9	.0050	44.3	6.7	11.8	15.5	44.8	4.7	31,843	10,570	686	1,388	373	9,544	1,446
Jackson	21.2	.0089	33.9	9.5	14.5	17.5	30.9	7.8	90,554	22,561	8,228	9,989	2,900	16,480	3,346
Johnson	18.6	.0078	35.4	10.0	13.6	17.0	33.6	6.8	55,289	14,906	2,652	6,498	2,331	16,146	1,652
Lafayette	10.0	.0042	34.1	8.6	13.0	16.1	32.7	3.6	24,077	8,698	814	1,550	850	2,725	1,136
Lawrence	18.8	.0079	35.2	10.1	13.7	17.5	32.9	7.1	68,289	13,906	3,629	5,797	2,199	20,879	2,454
Lee	14.5	.0061	30.0	9.4	12.2	14.8	29.1	4.8	31,646	9,333	2,420	2,213	753	5,917	1,950
Lincoln	13.1	.0055	31.3	12.0	18.2	17.3	26.0	3.7	24,473	7,948	295	623	260	7,900	895
Little River	14.7	.0062	31.4	9.6	15.1	18.0	26.6	4.9	36,701	10,834	1,484	4,488	695	11,623	1,154
Logan	20.9	.0088	35.0	8.8	13.5	17.2	32.9	7.3	65,500	12,793	4,407	9,920	1,801	23,869	2,262
Madison	11.9	.0050	35.3	8.4	14.8	18.1	32.3	4.4	27,146	7,588	1,655	3,785	1,548	2,523	882
Marion	13.0	.0054	39.9	6.9	12.5	16.4	39.5	4.9	12,328	6,945	826	168	167	995	512
Mississippi	57.8	.0243	28.7	12.3	15.9	16.2	23.8	19.3	216,296	43,724	15,093	38,153	7,519	53,757	7,264
Monroe	12.9	.0054	32.8	9.3	12.7	15.4	31.9	4.6	56,546	13,023	5,658	8,344	1,504	8,896	1,380
Montgomery	8.3	.0035	38.7	8.5	13.1	18.2	36.5	3.2	15,263	4,089	1,397	1,071	451	2,211	326
Nevada	11.0	.0046	34.9	9.1	13.4	15.7	34.3	3.8	28,869	8,228	1,212	2,924	1,789	7,015	1,055
Newton	8.3	.0035	33.1	8.7	15.8	18.5	28.5	2.9	6,140	2,535	785		130	205	207
Ouachita	31.6	.0132	34.7	9.5	14.4	16.8	32.8	11.7	166,973	40,312	11,270	19,506	7,660	37,433	6,041
Perry	8.0	.0034	34.1	8.4	14.2	18.2	30.6	2.7	8,749	3,718	435		107	682	353
Phillips	33.1	.0139	29.5	9.8	12.8	15.5	27.5	11.0	135,290	33,737	6,251	15,387	4,140	38,753	5,045
Pike	10.8	.0045	35.3	9.5	13.9	18.1	32.3	4.0	28,795	9,458	969	1,984	645	5,392	1,189
Poinsett	26.1	.0110	32.6	9.8	14.8	18.4	28.0	9.1	77,086	16,168	5,116	8,518	2,662	11,859	5,873
Polk	18.1	.0076	37.3	8.1	12.4	18.1	34.9	6.5	61,013	15,418	3,449	9,874	2,096	14,665	2,090
Pope	42.4	.0178	31.2	13.2	15.8	18.7	25.3	15.3	250,200	47,584	20,352	32,883	10,063	69,565	6,856
Prairie	9.7	.0040	34.2	9.6	13.7	17.8	31.1	3.7	28,031	5,621	1,485	457	538	8,047	1,509
Randolph	17.1	.0072	34.7	9.0	13.8	18.2	31.4	6.3	40,209	12,948	2,620	3,370	1,848	8,326	1,237
St. Francis	29.9	.0126	28.7	10.1	14.5	15.9	25.0	9.7	128,313	26,507	9,554	12,957	4,751	16,570	3,986
Scott	10.0	.0042	36.9	8.5	12.5	19.7	33.1	3.8	21,508	3,423	1,795	5,886	749	4,779	1,320
Searcy	9.0	.0038	37.0	8.1	13.6	17.9	34.7	3.5	16,297	4,275	899	1,248	516	2,205	1,154
Sevier	14.7	.0062	34.3	8.8	14.6	18.4	30.6	5.4	40,192	4,065	3,170	8,679	551	7,199	2,996
Sharp	16.3	.0068	42.5	7.6	11.4	14.7	42.9	6.3	28,287	6,251	2,768	4,172	2,567	3,664	773
Stone	9.6	.0041	36.1	8.1	14.3	19.4	32.2	3.5	27,544	5,713	1,907	3,680	603	9,250	470
Union	49.1	.0206	34.1	9.8	14.8	16.5	32.2	18.0	229,032	51,373	16,206	16,728	11,732	54,407	9,048
Van Buren	15.1	.0063	39.9	7.1	12.5	16.7	39.0	5.8	38,179	11,784	2,335	980	1,202	11,487	1,512
White	53.6	.0225	32.0	13.6	14.0	17.9	27.9	18.6	220,877	44,904	15,503	20,397	6,990	75,796	7,095
Woodruff	10.6	.0045	32.5	9.5	13.6	14.9	31.8	3.8	26,945	6,888	948	893	791	6,822	1,582
Yell	18.0	.0075	36.4	9.0	13.6	18.3	33.5	6.6	40,725	6,073	2,751	5,091	920	7,459	2,340
TOTAL METRO COUNTIES	**925.7**	**.3883**	**30.5**	**12.6**	**17.6**	**17.8**	**24.2**	**332.0**	**5,001,659**	**964,189**	**437,399**	**704,389**	**217,182**	**1,040,201**	**122,504**
TOTAL STATE	**2,377.8**	**.9979**	**32.4**	**11.1**	**15.4**	**17.5**	**28.6**	**858.3**	**10,484,427**	**2,203,143**	**837,321**	**1,433,064**	**421,268**	**2,265,071**	**309,113**

ARK.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
FAYETTEVILLE - SPRINGDALE	**900,855**	**19,268**	**29.1**	**30.2**	**11.5**	**6.3**	**.0394**
Washington	900,855	19,268	29.1	30.2	11.5	6.3	.0394
● Fayetteville	314,856	17,207	29.2	24.2	11.4	7.4	.0169
● Springdale	232,203	22,039	27.1	35.5	14.2	5.7	.0110
SUBURBAN TOTAL	353,796	19,292	30.2	32.2	10.0	5.6	.0115

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
FORT SMITH	**1,587,883**	**20,705**	**26.6**	**30.7**	**14.0**	**7.2**	**.0649**
Crawford	320,229	20,531	26.4	33.9	12.8	4.8	.0118
Sebastian	1,041,602	22,502	25.1	30.5	16.4	9.4	.0437
● Fort Smith	819,858	22,660	25.0	29.8	16.5	10.3	.0365
Sequoyah, Okla.	*226,052*	*16,029*	*31.6*	*27.0*	*7.7*	*3.3*	*.0094*

ARK. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
SUBURBAN TOTAL	768,025	19,253	28.0	31.4	11.9	4.6	.0284
LITTLE ROCK - NORTH LITTLE ROCK	**5,118,090**	**24,344**	**23.3**	**31.0**	**18.2**	**10.8**	**.2049**
Faulkner	460,535	22,054	25.8	30.7	16.3	7.8	.0180
Lonoke	272,569	18,769	27.0	30.3	12.2	4.4	.0111
Pulaski	3,873,139	25,231	22.8	30.5	18.8	12.5	.1575
• Jacksonville	258,032	23,758	28.9	37.5	17.0	7.0	.0106
• Little Rock	2,028,203	25,203	22.6	29.3	17.9	14.4	.0855
• North Little Rock	719,758	24,758	22.0	29.6	18.4	12.3	.0337
Saline	511,847	24,647	22.7	35.0	19.6	6.1	.0183
SUBURBAN TOTAL	2,112,097	23,634	23.8	32.1	18.5	7.8	.0751
PINE BLUFF	**703,376**	**19,278**	**24.7**	**27.0**	**14.2**	**7.2**	**.0309**
Jefferson	703,376	19,278	24.7	27.0	14.2	7.2	.0309
• Pine Bluff	442,179	18,264	25.1	25.9	13.1	7.2	.0220
SUBURBAN TOTAL	261,197	21,266	24.0	28.9	16.3	7.3	.0089
TEXARKANA	**1,043,038**	**20,759**	**24.0**	**29.7**	**15.1**	**7.0**	**.0461**
Miller	336,540	21,058	23.2	29.6	15.5	7.2	.0138
• Texarkana	197,195	20,267	24.3	28.9	14.4	7.2	.0097
Bowie, Tex.	*706,498*	*20,625*	*24.4*	*29.8*	*14.9*	*6.9*	*.0323*
• Texarkana	*296,358*	*18,726*	*26.0*	*27.5*	*12.5*	*6.7*	*.0177*
SUBURBAN TOTAL	549,485	22,311	22.8	31.3	16.8	7.1	.0187
OTHER COUNTIES							
Arkansas	187,296	17,206	28.6	26.4	9.9	6.5	.0079
Ashley	211,748	20,500	21.4	27.8	16.5	6.5	.0080
Baxter	296,478	19,775	32.5	32.8	11.6	4.9	.0115
Benton	855,996	22,658	26.7	34.4	14.8	8.0	.0320
Boone	219,035	16,479	33.4	26.4	8.4	4.3	.0100
Bradley	99,003	16,085	25.2	27.1	10.0	3.2	.0041
Calhoun	44,275	16,540	24.3	29.0	9.3	4.1	.0015
Carroll	132,280	15,681	34.2	25.8	7.8	2.5	.0058
Chicot	96,114	11,824	27.7	18.6	5.9	4.0	.0045
Clark	172,073	16,736	27.6	26.9	11.0	4.3	.0080
Clay	138,409	13,818	33.6	22.7	5.5	2.9	.0056
Cleburne	149,662	16,992	31.8	27.5	8.5	4.5	.0059
Cleveland	59,481	17,104	27.5	26.8	13.7	2.8	.0019
Columbia	252,560	20,901	23.5	26.9	15.1	10.1	.0096
Conway	157,482	19,061	24.8	28.6	12.9	6.3	.0074
Craighead	551,043	19,717	28.2	31.2	11.9	6.2	.0250
☐ Crittenden	339,417	17,161	25.9	26.2	12.3	5.0	.0185
• West Memphis	215,055	19,701	24.5	29.5	14.1	5.7	.0124
Cross	138,169	16,837	29.9	28.5	8.4	4.2	.0061
Dallas	88,298	18,708	27.7	30.4	10.4	5.6	.0035
Desha	133,711	14,964	27.9	21.1	11.8	5.4	.0071
Drew	144,784	18,939	26.1	26.0	15.7	5.6	.0058
Franklin	124,856	19,257	28.9	31.9	11.6	4.3	.0047
Fulton	66,578	13,361	37.2	21.0	3.5	1.4	.0027
Garland	763,137	20,201	26.6	28.2	14.0	8.2	.0309
Grant	113,207	21,371	22.0	32.2	15.0	5.7	.0040
Greene	267,865	19,617	27.8	31.1	13.1	4.6	.0107
Hempstead	175,729	16,887	28.0	28.1	11.2	3.9	.0074
Hot Spring	232,214	19,785	25.5	29.2	15.5	4.8	.0089
Howard	103,404	17,604	27.2	29.7	10.1	3.9	.0047
Independence	253,557	18,704	29.6	30.4	11.9	4.2	.0102
Izard	79,349	14,024	33.2	24.2	5.3	2.4	.0032
Jackson	153,593	15,915	30.1	25.1	8.1	4.6	.0069
Johnson	130,595	15,668	32.2	26.5	7.3	3.0	.0053
Lafayette	69,779	15,011	25.6	22.6	11.1	4.8	.0027
Lawrence	131,240	14,951	30.9	25.1	7.3	3.1	.0057
Lee	75,336	11,398	28.4	17.9	5.7	2.9	.0035
Lincoln	74,288	15,386	28.4	24.1	9.3	3.4	.0031
Little River	117,212	19,957	22.4	27.0	13.6	9.3	.0044
Logan	154,840	16,991	30.8	25.8	10.6	5.1	.0063
Madison	73,830	14,614	34.2	26.4	4.5	1.6	.0030
Marion	92,442	15,127	33.0	24.7	7.2	4.3	.0032
Mississippi	405,243	17,219	30.9	27.5	9.8	4.4	.0179
Monroe	75,054	12,203	27.3	20.1	6.2	3.3	.0038
Montgomery	57,461	15,236	32.9	26.5	6.8	2.4	.0022
Nevada	65,117	13,804	32.6	23.1	6.2	1.9	.0028

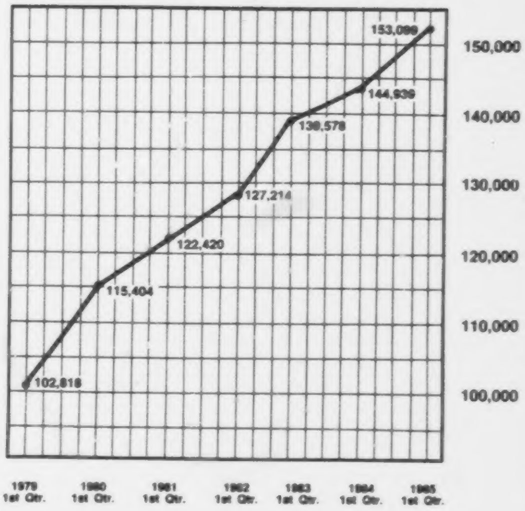
153,099 SUNDAY

The Arkansas Democrat's Sunday circulation is up 49% in the past six years to an all time high of 153,099.*

Of this total, 132,128 is in the City and Retail Trade Zone (26 counties) the highest circulation of any Little Rock Newspaper in history.

More and more Arkansans are turning to the Democrat for more news, more ads and more pages every Sunday.

*AS FILED WITH THE AUDIT BUREAU OF CIRCULATIONS, SUBJECT TO AUDIT.



Arkansas Democrat

Represented Nationally By BRANHAM Newspaper Sales Dick E. Browning, NAM, (501) 378-3447

ARK. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Newton	40,393	11,566	35.0	18.1	3.6	.9	.0016
Ouachita	258,263	18,228	25.6	26.0	13.6	6.1	.0115
Perry	52,637	16,961	29.8	30.6	9.3	2.1	.0019
Phillips	192,277	12,576	25.4	21.2	7.8	3.7	.0097
Pike	61,588	12,778	34.7	20.2	5.0	1.4	.0028
Poinsett	179,876	16,143	30.8	26.6	7.1	4.8	.0075
Polk	116,468	14,147	33.9	22.2	5.5	3.1	.0051
Pope	333,842	18,156	29.0	28.8	11.2	5.0	.0159
Prairie	60,558	13,186	31.9	21.6	4.6	2.9	.0026
Randolph	120,958	16,036	32.0	27.5	7.3	3.5	.0048
St. Francis	189,301	14,801	26.9	25.2	8.5	4.5	.0092
Scott	67,688	14,224	34.7	23.7	5.9	2.8	.0027
Searcy	43,393	9,767	31.9	13.3	2.7	.9	.0019
Sevier	113,526	18,368	26.9	29.3	12.9	4.0	.0043
Sharp	116,669	15,236	35.2	24.4	5.7	4.0	.0043
Stone	54,680	12,074	33.0	17.4	6.2	2.1	.0025
Union	401,873	18,126	25.0	26.6	13.1	6.0	.0172
Van Buren	91,849	13,675	35.3	22.0	4.5	1.4	.0040
White	392,577	17,417	29.3	28.5	10.5	4.1	.0174
Woodruff	63,616	12,773	29.5	22.9	4.2	3.1	.0027
Yell	132,928	16,926	30.7	27.7	9.0	4.2	.0050
TOTAL METRO COUNTIES	**8,760,109**	**22,389**	**24.6**	**30.3**	**16.2**	**9.1**	**.3630**
TOTAL STATE	**19,828,892**	**19,019**	**27.1**	**28.4**	**12.7**	**6.5**	**.8270**

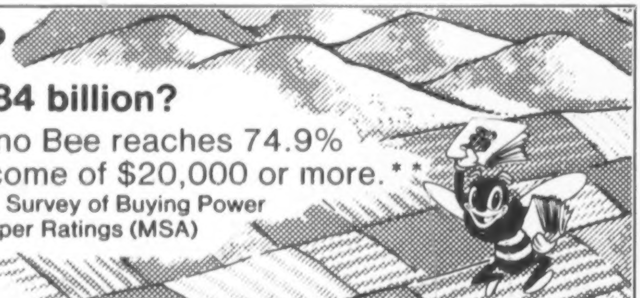
CALIFORNIA

CAL.
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANAHEIM - SANTA ANA	**2,103.6**	**.8828**	**31.1**	**13.2**	**18.9**	**20.7**	**21.9**	**749.3**	**14,426,479**	**2,737,929**	**1,736,544**	**1,775,208**	**752,081**	**3,241,442**	**428,611**
Orange	2,103.6	.8828	31.1	13.2	18.9	20.7	21.9	749.3	14,426,479	2,737,929	1,736,544	1,775,208	752,081	3,241,442	428,611
• Anaheim	236.3	.0992	30.5	14.5	19.4	19.0	22.2	86.2	1,664,711	317,871	264,896	213,400	118,519	296,450	50,154
Buena Park	65.8	.0276	29.8	14.5	17.4	20.9	20.1	22.0	610,642	97,554	47,415	85,778	17,361	198,659	28,399
Costa Mesa	86.6	.0363	30.7	16.7	22.9	18.7	21.4	34.3	1,310,527	127,096	105,172	209,473	63,748	388,273	13,993
Cypress	42.1	.0177	30.6	12.4	14.9	26.7	16.7	13.2	148,079	42,018	22,403	13,097	5,020	30,168	5,454
Fountain Valley	55.6	.0233	30.8	10.0	15.3	28.6	15.0	16.3	316,420	97,583	32,508	57,597	20,898	14,721	11,136
Fullerton	108.0	.0453	31.2	15.7	18.9	19.0	23.8	40.2	751,755	143,921	90,800	117,250	26,122	198,228	27,108
Garden Grove	130.6	.0548	30.5	13.7	18.2	19.5	22.2	44.6	757,926	192,232	89,509	56,114	31,365	190,503	26,007
Huntington Beach	181.3	.0761	30.3	13.4	20.5	22.5	17.9	65.1	1,106,907	215,655	109,176	165,936	76,797	233,369	35,253
Irvine	80.3	.0337	30.1	11.5	23.9	24.7	13.6	27.7	495,282	105,230	68,796	3,010	9,042	220,594	15,485
La Habra	47.7	.0200	31.4	14.1	17.6	18.7	24.9	17.5	284,856	48,416	33,795	28,358	21,380	64,075	16,606
Newport Beach	66.5	.0279	37.5	12.7	17.9	22.6	31.3	29.6	763,649	104,777	149,135	94,961	16,782	193,818	17,914
Orange	98.1	.0412	30.9	13.1	18.2	20.9	21.6	34.1	923,723	129,419	106,797	136,108	51,814	195,952	23,183
• Santa Ana	224.2	.0941	27.9	15.0	21.1	16.4	18.6	70.8	1,481,469	277,137	150,469	126,144	106,280	413,943	41,284
Westminster	73.8	.0310	31.1	12.4	17.4	21.5	21.6	25.2	641,483	112,470	41,059	113,616	40,482	166,082	12,454
SUBURBAN TOTAL	1,643.1	.6895	31.7	12.7	18.7	21.5	22.3	592.3	11,280,299	2,142,921	1,321,179	1,435,664	527,282	2,531,049	337,173
BAKERSFIELD	**460.5**	**.1932**	**30.1**	**12.0**	**17.5**	**17.7**	**23.6**	**162.3**	**2,471,657**	**585,619**	**259,163**	**239,195**	**113,637**	**536,088**	**84,000**
Kern	460.5	.1932	30.1	12.0	17.5	17.7	23.6	162.3	2,471,657	585,619	259,163	239,195	113,637	536,088	84,000
• Bakersfield	136.3	.0572	29.6	13.1	20.5	17.2	21.7	51.9	1,350,148	203,389	134,095	193,911	84,195	394,337	51,002
SUBURBAN TOTAL	324.2	.1360	30.3	11.6	16.2	17.9	24.5	110.4	1,121,509	382,230	125,068	45,284	29,442	141,751	32,998
CHICO	**163.6**	**.0687**	**32.9**	**14.9**	**17.0**	**15.2**	**31.3**	**65.4**	**824,985**	**228,145**	**82,287**	**85,082**	**34,525**	**145,939**	**45,917**
Butte	163.6	.0687	32.9	14.9	17.0	15.2	31.3	65.4	824,985	228,145	82,287	85,082	34,525	145,939	45,917
• Chico	30.2	.0127	24.8	34.8	20.1	11.0	17.8	12.1	349,752	88,684	44,227	16,249	21,883	71,705	11,816
SUBURBAN TOTAL	133.4	.0560	35.4	10.4	16.4	16.0	34.4	53.3	475,233	139,461	38,060	68,833	12,642	74,234	34,101
FRESNO	**569.9**	**.2392**	**30.0**	**12.9**	**18.0**	**17.4**	**23.7**	**201.7**	**2,821,909**	**620,377**	**251,466**	**322,177**	**138,694**	**640,322**	**140,201**
Fresno	569.9	.2392	30.0	12.9	18.0	17.4	23.7	201.7	2,821,909	620,377	251,466	322,177	138,694	640,322	140,201
• Fresno	272.9	.1145	29.7	14.3	20.1	15.7	23.6	104.3	1,810,595	317,687	159,225	297,280	104,385	397,840	86,059
SUBURBAN TOTAL	297.0	.1247	30.4	11.6	16.1	18.9	23.8	97.4	1,011,314	302,690	92,241	24,897	34,309	242,482	54,142
LOS ANGELES - LONG BEACH	**7,908.9**	**3.3192**	**31.4**	**12.5**	**19.0**	**18.9**	**24.2**	**2,884.2**	**47,859,617**	**9,670,514**	**5,299,974**	**5,473,944**	**2,795,480**	**10,284,489**	**1,611,338**
Los Angeles	7,908.9	3.3192	31.4	12.5	19.0	18.9	24.2	2,884.2	47,859,617	9,670,514	5,299,974	5,473,944	2,795,480	10,284,489	1,611,338
Alhambra	69.5	.0292	33.4	12.0	19.8	16.0	30.8	27.9	471,835	56,505	30,592	46,621	25,285	221,846	12,800



How green is our valley?

How about an MSA EBI of $5.84 billion?

A single weekday issue of The Fresno Bee reaches 74.9% of the total adults with an annual income of $20,000 or more.**

*$10,544,648,000 in the Fresno ADI S&MM 1985 Survey of Buying Power

**Simmons 1983 National Study of Local Newspaper Ratings (MSA)

The Fresno Bee
in the heart of California
(209) 441-6246

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Arcadia	47.5	.0199	39.4	9.7	11.9	22.6	34.5	18.4	487,610	95,756	61,469	117,789	17,529	49,493	21,375
Baldwin Park	57.9	.0243	25.7	12.8	18.3	16.6	16.4	15.9	124,084	35,003	12,012	8,074	3,321	21,865	4,446
Bellflower	56.9	.0239	31.6	15.0	18.6	16.6	27.1	23.0	385,054	81,340	31,978	32,053	18,383	107,564	13,500
• Burbank	87.3	.0366	36.9	10.5	16.9	19.8	33.0	36.9	570,268	143,163	78,814	21,619	34,185	122,468	27,902
Carson	85.0	.0357	29.2	11.5	15.7	22.7	18.2	23.8	537,714	94,543	28,128	110,071	18,336	144,861	9,910
Cerritos	55.3	.0232	29.6	8.0	18.3	28.7	11.4	15.3	748,579	89,561	41,260	247,784	32,187	160,035	14,169
Compton	88.1	.0370	24.0	14.4	15.9	17.4	14.5	22.7	221,414	53,324	17,694	9,015	2,533	62,197	15,615
Downey	83.5	.0350	35.3	12.3	16.3	19.0	31.4	33.0	879,424	110,385	63,073	108,513	35,006	398,510	20,142
El Monte	90.4	.0379	26.3	14.2	18.3	15.4	18.6	27.4	533,159	97,606	37,398	43,129	16,593	227,425	15,071
Gardena	47.9	.0201	32.5	11.9	19.4	19.9	25.3	18.0	454,623	130,116	38,128	52,754	11,509	113,018	18,575
Glendale	148.6	.0624	37.1	10.6	17.2	19.6	33.4	63.4	1,155,545	192,687	106,382	149,610	71,993	340,972	26,559
Hawthorne	58.1	.0244	31.4	13.6	20.6	19.4	23.1	23.7	365,540	69,398	32,679	60,761	26,010	42,077	22,548
Huntington Park	50.4	.0212	26.7	14.4	19.4	15.2	18.6	16.3	243,085	61,164	16,068	7,907	17,231	66,010	11,628
Inglewood	99.0	.0415	29.3	13.0	23.3	18.1	18.7	38.5	526,877	89,630	51,318	41,434	24,706	183,615	35,312
Lakewood	74.7	.0314	32.4	11.1	18.1	19.7	25.5	25.8	586,187	119,103	52,926	126,603	21,459	111,540	15,541
La Mirada	41.1	.0172	31.0	15.0	14.0	21.8	22.6	12.1	235,127	60,068	23,454	42,180	5,820	20,045	5,542
Lancaster	55.5	.0233	31.5	11.3	16.4	20.1	24.2	20.1	478,740	71,677	32,670	103,360	27,140	116,630	24,589
• Long Beach	380.6	.1597	32.6	13.3	20.1	15.7	29.4	159.5	2,003,228	425,552	268,779	140,246	112,535	464,949	64,194
• Los Angeles	3,135.3	1.3158	31.8	12.9	19.9	18.8	24.9	1,198.0	18,481,805	3,864,046	2,285,866	1,919,946	1,241,534	3,266,031	631,413
Lynwood	53.0	.0222	25.7	12.2	19.6	15.6	16.1	15.3	181,187	76,077	12,063	31,209	6,243	5,700	10,391
Montebello	56.5	.0237	31.3	13.2	17.3	17.4	26.2	19.1	289,833	68,160	35,855	20,352	19,840	55,781	18,627
Monterey Park	58.6	.0246	32.6	12.2	18.0	19.2	26.6	19.8	281,298	82,198	39,881	11,123	9,701	59,539	16,202
Norwalk	87.2	.0366	28.3	13.3	17.8	17.7	20.3	25.7	413,101	85,056	33,412	29,351	11,491	149,823	15,873
• Pasadena	126.2	.0530	33.1	12.5	19.7	16.8	29.5	50.2	1,126,920	164,485	119,232	222,982	62,352	271,594	28,165
Pico Rivera	56.3	.0236	28.6	12.7	15.5	17.9	22.1	16.2	195,667	73,283	26,189	27,773	3,429	7,046	8,390
• Pomona	107.2	.0450	27.6	14.2	19.3	15.4	20.3	35.0	581,871	96,798	56,969	86,402	21,031	179,975	18,345
Redondo Beach	61.3	.0257	31.1	14.2	27.3	19.8	19.7	26.5	347,895	97,684	68,508	52,269	35,225	6,081	9,290
Rosemead	45.9	.0193	28.8	12.1	17.7	16.6	22.4	14.1	212,832	41,093	22,271	45,616	9,666	25,256	6,302
Santa Monica	92.2	.0387	35.0	10.8	25.0	18.3	31.7	45.8	1,160,770	93,670	147,328	97,636	80,800	407,432	32,510
South Gate	76.4	.0321	29.3	11.6	17.9	16.0	23.7	26.2	288,299	75,994	17,951	15,302	9,716	87,996	17,409
Torrance	134.5	.0564	34.5	11.8	17.0	22.9	26.2	51.3	1,584,372	233,641	141,295	316,392	128,487	336,534	36,779
West Covina	90.2	.0379	30.2	13.1	19.3	20.5	20.1	29.7	718,469	109,838	63,827	127,256	54,527	194,828	22,829
Whittier	70.0	.0294	33.8	12.7	17.2	15.9	32.1	27.5	611,742	97,057	38,491	78,412	39,579	221,612	15,476
SUBURBAN TOTAL	4,072.3	1.7091	30.9	12.1	18.0	19.5	23.1	1,404.6	25,095,525	4,976,470	2,490,314	3,082,749	1,323,843	5,979,472	841,319
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***12,434.8***	***5.2185***	***31.3***	***12.4***	***18.7***	***19.1***	***24.0***	***4,484.4***	***74,642,088***	***15,233,820***	***8,251,069***	***8,812,438***	***4,074,425***	***16,265,069***	***2,445,661***
MODESTO	**299.8**	**.1258**	**30.9**	**11.7**	**17.5**	**18.0**	**24.9**	**107.2**	**1,607,880**	**378,400**	**138,726**	**203,594**	**96,918**	**286,190**	**83,282**
Stanislaus	299.8	.1258	30.9	11.7	17.5	18.0	24.9	107.2	1,607,880	378,400	138,726	203,594	96,918	286,190	83,282
• Modesto	126.3	.0530	30.3	11.7	20.2	18.3	22.2	46.6	1,020,596	201,661	86,971	178,410	68,136	186,508	49,436
• Turlock	32.1	.0135	30.0	14.3	19.3	15.2	25.2	12.3	216,768	61,033	21,216	8,357	15,849	45,877	16,164
SUBURBAN TOTAL	141.4	.0593	31.9	11.1	14.8	18.4	27.1	48.3	370,516	115,706	30,539	16,827	12,933	53,805	17,682
OAKLAND	**1,875.8**	**.7873**	**32.2**	**11.9**	**19.4**	**20.1**	**24.5**	**726.3**	**11,587,461**	**2,373,522**	**1,131,078**	**1,490,948**	**593,135**	**2,519,355**	**458,554**
Alameda	1,165.6	.4892	31.9	12.7	20.3	19.3	24.5	457.4	7,175,867	1,405,896	765,988	861,348	357,035	1,611,886	270,258
Alameda	72.7	.0305	33.3	13.4	20.8	18.6	27.8	30.7	619,010	91,056	52,291	194,893	19,862	93,697	24,979
• Berkeley	104.6	.0439	30.4	22.2	25.1	17.0	21.5	46.3	729,197	139,910	99,133	4,987	60,065	126,979	21,512
Fremont	144.3	.0606	29.6	13.0	19.8	22.6	16.8	49.3	852,136	172,378	73,175	120,855	35,723	232,982	29,576
Hayward	98.8	.0415	31.1	13.9	19.4	17.9	24.6	37.0	759,230	134,197	68,970	80,340	32,214	276,460	31,420
• Livermore	51.4	.0216	29.8	10.3	19.3	23.6	16.4	17.5	245,871	71,040	21,491	3,559	8,173	71,298	15,364
• Oakland	353.6	.1484	32.5	11.5	21.3	17.2	27.5	150.8	1,962,125	394,446	230,818	146,298	100,253	469,839	70,972
San Leandro	65.1	.0273	40.7	10.1	15.3	17.4	39.5	28.1	620,122	100,411	51,283	155,195	33,435	114,467	18,764
Contra Costa	710.2	.2981	32.7	10.5	18.2	21.4	24.4	268.9	4,411,594	967,626	265,090	629,600	236,100	907,469	188,296

DON'T BLOW $11 BILLION ON A MYTH

The San Francisco newspapers would like you to think that they have the Contra Costa/Southern Alameda market covered. And why not? A $33,586 HH EBI and $11 billion in buying power make Contra Costa/Southern Alameda California's 3rd most affluent county market. But the fact is, the San Francisco Chronicle reaches only 17% of the homes in Contra Costa/Southern Alameda. The Oakland Tribune only reaches 14%. And the Examiner reaches 4%. That's not coverage.

Only the Contra Costa Daily Group reaches 7 of 10 households in the Contra Costa/Southern Alameda market. Every day. With a circulation of over 212,000. 71% reach in the wealthy part of the San Francisco ADI. **That's** coverage.

When you buy the Bay Area, buy the facts. For more myth-busting information that will change the way you think about your San Francisco buy, call Tom Ward at 943-8383 or contact your local CWO&O office. You'll be surprised at what you're missing!

Contra Costa Daily Group

2640 Shadelands Dr. Walnut Creek, CA 94598
A division of Lesher Communications, Inc.

WHAT DO YOU HAVE AGAINST PEOPLE WITH MONEY?

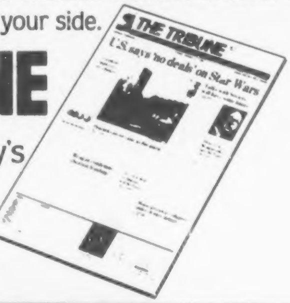
If you didn't include The Tribune in your last Bay Area buy, either you didn't get the facts, or you have something against people with money.

And we know that's not the case.

The surprising facts are that the most affluent metro market in the San Francisco ADI is the Oakland PMSA ... the Greater East Bay. It has more population (1.9 million), more households (726,300), and more effective buying power ($26 billion) than either San Francisco or San Jose.*

And the East Bay newspaper that reaches the most readers (390,000 daily, 446,000 Sunday) is The Tribune.**

So next time you buy the Bay Area, be sure to include The Tribune. Because it never hurts to have money on your side.



THE TRIBUNE

The Greater East Bay's Greater Newspaper.
Call (415) 645-2521
or any Branham office.

*S&MM Survey of Buying Power
**Scarborough Newspaper Audience Survey, 1983

CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Antioch	47.3	.0199	29.2	11.1	20.4	19.2	19.0	17.0	231,829	61,705	26,557	53,874	5,408	58,260	14,353
Concord	104.8	.0440	30.9	12.3	19.9	21.0	20.9	39.8	999,222	144,403	72,924	185,158	72,552	292,636	31,352
Richmond	77.0	.0323	31.5	11.4	18.3	17.5	26.0	29.8	441,121	71,840	22,253	98,458	29,414	92,781	4,847
Walnut Creek	58.4	.0245	40.4	8.7	14.2	21.6	36.9	26.3	732,731	103,696	46,959	92,319	30,231	259,635	24,926
SUBURBAN TOTAL	1,366.2	.5734	32.4	11.2	18.6	20.9	24.2	511.7	8,650,268	1,768,126	779,636	1,336,104	424,644	1,851,239	350,706
OXNARD - VENTURA	**596.9**	**.2505**	**30.1**	**11.6**	**18.3**	**20.2**	**20.9**	**199.2**	**3,137,801**	**678,402**	**265,414**	**424,554**	**124,480**	**791,835**	**110,513**
Ventura	596.9	.2505	30.1	11.6	18.3	20.2	20.9	199.2	3,137,801	678,402	265,414	424,554	124,480	791,835	110,513
• Oxnard	123.9	.0520	27.7	13.5	18.8	17.3	18.9	38.7	633,705	115,277	53,264	109,732	26,873	162,428	20,441
Simi Valley	86.3	.0362	27.7	10.6	19.1	23.6	12.4	25.1	381,789	121,527	35,433	70,667	11,603	42,254	16,911
Thousand Oaks	94.2	.0395	30.9	10.7	18.1	24.9	17.7	32.0	764,423	133,687	58,661	107,100	30,114	246,756	25,641
• Ventura	84.8	.0356	33.0	11.2	18.6	18.8	27.5	34.0	738,082	111,837	59,54	116,947	38,085	245,320	16,702
SUBURBAN TOTAL	388.2	.1629	30.3	11.0	18.0	21.5	20.0	126.5	1,766,014	451,288	152,602	197,875	59,522	384,087	73,370
REDDING	**134.6**	**.0564**	**32.6**	**10.1**	**17.2**	**19.8**	**26.2**	**51.2**	**724,618**	**176,872**	**58,929**	**71,949**	**22,833**	**128,286**	**46,711**
Shasta	134.6	.0564	32.6	10.1	17.2	19.8	26.2	51.2	724,618	176,872	58,929	71,949	22,833	128,286	46,711
• Redding	50.3	.0211	31.9	12.6	18.4	18.3	26.0	20.5	518,597	83,554	43,738	66,068	20,417	111,063	37,520
SUBURBAN TOTAL	84.3	.0353	33.1	8.6	16.6	20.6	26.3	30.7	206,021	93,318	15,191	5,881	2,416	17,223	9,191

TURN TO
LANDON
FOR RESULTS
(See page B-26)

When you ask Landon . . .
you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

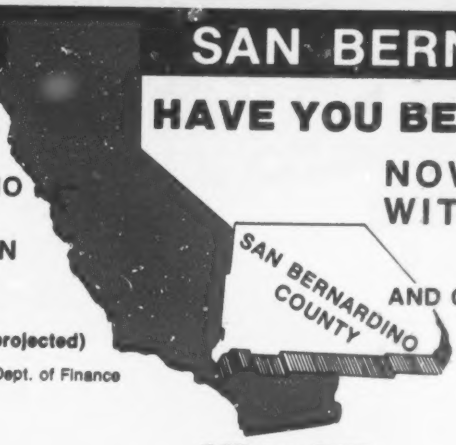
SAN BERNARDINO COUNTY!!

HAVE YOU BEEN WATCHING US GROW?

SAN
BERNARDINO
COUNTY
POPULATION

1980 - 903,100
1984 - 1,014,481
1990 - 1,265,000 (projected)

Source: Calif. State Dept. of Finance



NOW OVER 1,000,000 PEOPLE
WITH A BUYING INCOME OF
10 BILLION DOLLARS . . .
AND GROWING . . . GROWING . . . GROWING

The Sun

Represented nationally by Gannett Media Sales
399 "D" St., San Bernardino, Calif. 92401
Phone: 714/889-9666

Note: If You Buy ANY Los Angeles Paper, You Reach Less Than 8% of This Market

CAL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
RIVERSIDE - SAN BERNARDINO	**1,825.4**	**.7660**	**31.3**	**11.6**	**17.5**	**17.3**	**26.3**	**651.7**	**9,218,191**	**2,146,975**	**959,137**	**1,138,732**	**402,384**	**1,947,303**	**295,199**
Riverside	**784.7**	**.3293**	**33.3**	**10.5**	**16.4**	**16.8**	**30.4**	**288.4**	4,227,408	1,019,338	431,048	470,591	163,994	977,254	132,305
• Palm Springs	37.9	.0159	46.7	8.4	13.5	16.6	46.7	17.9	453,956	77,422	70,617	37,745	17,633	100,245	15,962
• Riverside	182.0	.0764	29.5	13.5	20.0	17.3	21.8	65.0	1,258,182	211,223	103,279	220,891	57,209	371,428	30,898
San Bernardino	**1,040.7**	**.4367**	**30.0**	**12.5**	**18.4**	**17.7**	**23.1**	**363.3**	**4,990,783**	1,127,637	**528,089**	668,141	**238,390**	**970,049**	**162,894**
Chino	47.1	.0198	27.2	13.0	23.7	18.4	13.0	13.0	191,041	69,126	19,271	4,719	6,476	36,940	8,459
Ontario	107.4	.0451	27.8	12.7	21.6	16.0	18.4	36.0	535,443	117,805	47,993	42,210	15,236	155,922	13,249
Rancho Cucamonga	64.6	.0271	27.8	9.6	24.2	19.5	13.2	20.1	183,762	75,844	22,242	6,566	15,732	5,808	6,042
Redlands	49.7	.0209	31.8	12.4	17.6	18.8	25.6	18.2	314,896	50,644	32,143	54,909	13,189	96,626	5,441
• San Bernardino	131.5	.0552	30.5	13.7	17.8	16.0	26.1	48.6	1,164,270	160,732	115,365	282,086	75,835	231,413	31,769
Upland	52.6	.0221	31.9	11.8	18.1	21.8	22.6	19.7	292,265	50,712	31,903	42,486	12,959	64,395	19,738
SUBURBAN TOTAL	1,474.0	.6185	31.4	11.3	17.2	17.5	26.3	520.2	6,341,783	1,697,598	669,876	598,010	251,707	1,244,217	216,570
SACRAMENTO	**1,242.4**	**.5215**	**31.5**	**12.8**	**19.2**	**19.0**	**24.2**	**486.1**	**7,233,364**	**1,545,604**	**782,932**	**825,696**	**370,391**	**1,600,143**	**311,466**
El Dorado	105.9	.0444	32.6	9.9	21.2	19.7	25.3	40.5	478,556	136,432	61,618	16,465	15,331	60,786	35,773
Placer	139.9	.0588	33.4	9.9	17.3	21.0	26.3	52.0	866,269	211,069	101,847	11,044	18,701	252,516	42,238
• Roseville	29.9	.0125	32.0	11.3	16.3	17.9	27.3	11.5	328,102	55,707	27,801	1,834	7,414	144,198	16,254
Sacramento	**873.7**	**.3667**	**31.4**	12.6	19.2	**18.8**	24.3	347.3	**5,326,019**	1,040,763	**544,479**	**789,886**	**318,496**	**1,161,535**	**198,703**
• Sacramento	306.4	.1286	33.0	12.1	18.7	16.7	29.5	130.4	2,017,724	405,157	244,693	290,532	75,483	426,222	71,726
Yolo	122.9	.0516	28.8	19.4	19.2	16.9	21.3	46.3	562,520	157,340	74,988	8,301	17,863	125,306	34,752
• Davis	40.1	.0168	25.6	30.6	24.2	15.6	11.8	15.8	196,243	50,370	31,528	963	8,695	49,796	12,430
• Woodland	33.6	.0141	30.9	11.3	18.6	18.1	24.2	12.3	199,412	58,374	16,070	6,759	7,374	51,504	11,544
SUBURBAN TOTAL	832.4	.3495	31.3	12.2	19.2	20.0	22.9	316.1	4,491,883	975,996	462,8[illegible]0	525,608	271,425	928,423	199,512

Sacramento is the 2nd fastest growing market in California!

The 7th fastest growing market in the nation![1]

There's a lot more to Sacramento than agriculture. Its $13.2 billion effective buying income (EBI) makes it one of the West's most important markets.[1]

And The Bee is the only newspaper in the market that can cover Sacramento completely, and effectively.

With 494,200 daily and 548,500 Sunday readers, The Bee has over twice the coverage of the second ranked paper.[2]

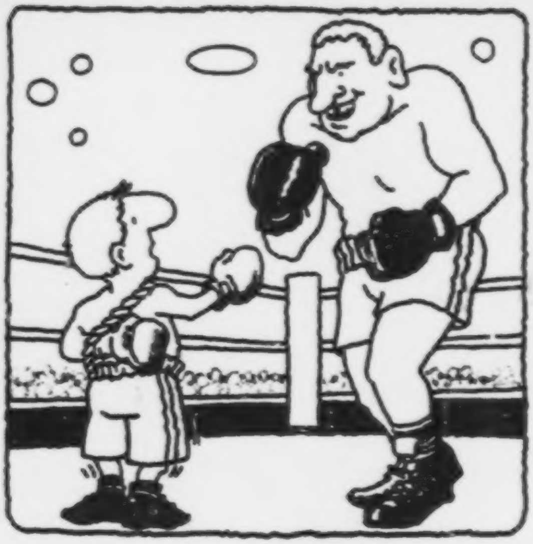
84% of daily newspaper readers in households earning $35,000+ choose The Bee.[2]

In a dynamic market, it takes a dynamic newspaper to do the job. In Sacramento, that newspaper is

The Sacramento Bee

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Sources: 1. Sales and Marketing Management's 1984 Survey of Buying Power (based on the nation's top 50 fastest growing markets)
2. Calculation computed by The Sacramento Bee from Simmons 1982 study of local newspaper ratings



YOU WOULDN'T FIGHT THE CHAMP WITH ONLY ONE GLOVE

And you can't cover Sacramento with only one newspaper

Market Newspaper Penetration

Sacramento Union/Bee	65%
Los Angeles Times/ Herald-Examiner	30%
San Francisco Chronicle/Examiner	27%
Daily Circulation	

Sacramento has the highest newspaper penetration of any major market in the Western States. It takes two newspapers to reach the upscale high-spending Sacramento market.

Sacramento Union readership delivers over 5 billion dollars in spendable income... and exceeds market averages in virtually every demographic target. The Union provides the extra strength and reach necessary to cover one of America's most profitable markets.

The Sacramento Union

You Can't Cover Sacramento Without It

Represented nationally by Landon Assoc., Inc.

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

SOURCE: ABC Fas Fax 3/31/85.
S&MM Survey of Buying Power

CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84 | RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SALINAS - SEASIDE - MONTEREY	**324.8**	**.1364**	**29.3**	**14.9**	**19.7**	**16.7**	**22.1**	**107.6**	**1,715,354**	**307,415**	**198,765**	**180,160**	**83,711**	**388,399**	**68,314**
Monterey	324.8	.1364	29.3	14.9	19.7	16.7	22.1	107.6	1,715,354	307,415	198,765	180,160	83,711	388,399	68,314
• Monterey	29.1	.0122	31.3	16.2	24.9	15.5	25.2	11.9	312,254	46,103	60,587	31,744	14,299	61,283	13,522
• Salinas	89.0	.0374	28.9	13.3	18.8	16.5	22.0	29.8	708,683	130,647	55,690	107,240	40,629	165,369	30,808
• Seaside	38.0	.0159	24.1	26.5	20.3	13.6	12.6	10.3	183,306	5,337	11,104	11,630	10,960	116,740	1,744
SUBURBAN TOTAL	168.7	.0709	30.6	13.0	18.9	17.8	23.8	55.6	511,111	125,328	71,384	29,546	17,823	45,007	22,240
SAN DIEGO	**2,085.3**	**.8752**	**30.5**	**15.3**	**19.4**	**17.5**	**23.9**	**766.5**	**11,745,639**	**2,246,213**	**1,326,482**	**1,559,210**	**642,663**	**2,694,943**	**364,361**
San Diego	2,085.3	.8752	30.5	15.3	19.4	17.5	23.9	766.5	11,745,639	2,246,213	1,326,482	1,559,210	642,663	2,694,943	364,361
Chula Vista	90.7	.0381	32.2	12.2	16.5	19.6	25.8	33.6	525,393	114,231	53,652	95,180	32,279	72,587	27,268
El Cajon	82.5	.0346	30.4	15.5	18.3	17.2	24.3	32.5	893,563	153,065	63,901	145,324	30,339	279,751	26,318
• Escondido	76.6	.0321	32.6	12.4	17.4	15.8	30.0	30.5	745,181	122,367	53,633	104,868	33,654	232,626	20,182
La Mesa	52.6	.0221	34.4	14.8	18.8	16.4	32.5	23.0	567,944	91,746	50,106	111,565	28,671	155,087	13,624
National City	54.8	.0230	25.4	22.0	19.3	13.1	16.3	16.4	666,350	86,645	38,006	115,039	23,354	297,652	10,739
Oceanside	91.9	.0386	30.6	16.2	17.3	14.4	28.0	35.4	426,449	74,748	59,307	92,835	17,732	70,543	12,156
• San Diego	969.1	.4067	30.1	16.8	20.7	17.0	22.9	363.0	5,352,245	954,183	706,517	708,776	372,185	1,013,870	173,996
SUBURBAN TOTAL	1,039.6	.4364	30.8	14.2	18.4	18.0	24.3	373.0	5,648,213	1,169,663	566,332	745,566	236,824	1,448,447	170,183
SAN FRANCISCO	**1,526.3**	**.6405**	**34.6**	**10.7**	**21.3**	**20.4**	**28.7**	**638.1**	**12,013,600**	**2,231,772**	**1,829,504**	**1,366,221**	**657,874**	**2,128,061**	**385,459**
Marin	226.2	.0949	34.5	9.3	21.2	24.2	24.8	93.1	1,707,064	368,439	198,500	138,743	101,234	349,380	59,374
Novato	45.8	.0192	31.4	10.5	20.3	23.2	19.4	16.7	236,983	69,258	23,429	2,987	6,146	50,509	15,394
San Rafael	44.6	.0187	35.1	11.3	19.8	22.0	28.2	19.3	692,834	81,702	49,308	101,815	60,863	209,880	18,193

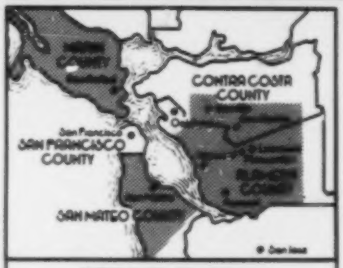
Strike a Bay Area Bonanza with The Golden Gate Suburban Group.

The Golden Gate Suburban Group delivers 14-Carat Coverage of The San Francisco Bay Area's Mother Lode Markets — Marin, San Mateo, Southern Alameda and Southern Contra Costa Counties.

No panning required, we've built a "Media Buyer's Sluice" for you. You can collect the Pure Gold Nuggets in these up-scale markets with the convenience of a 1-order, 1-bill newspaper buy that includes a 6% discount. Additional News-plan discounts are available.

ALAMEDA COUNTY BAY SPARKS GROUP
MARIN INDEPENDENT JOURNAL — SAN MATEO TIMES
THE GOLDEN GATE SUBURBAN GROUP
c/o LONG & ASSOCIATES, 1575 OLD BAYSHORE HWY.,
BURLINGAME, CA 94010 • (415) 692-8236
Represented by Long & Associates, Burlingame, California, The Papert Companies in New York, Chicago & Detroit and Gannett Media Sales.

SEND PRINTING MATERIALS TO:
San Mateo Times (1 Set), 1080 So. Amphlett Blvd., San Mateo, CA 94402;
The Sparks Newspapers (3 Sets), 116 W. Winton, Hayward, CA 94540;
Independent Journal (1 Set), 7100 Alameda del Prado, Novato, CA 94915



STRIKE IT RICH!
The Golden Gate Suburban Group delivers over 208,000 affluent households.

THE BEAUTY IS IN THE NUMBERS

Beautiful. That's the San Francisco market. Aesthetically — and numerically. Like its charms, the City's economic strength extends across an ADI 10 counties wide. Encompassing 5 metro areas. Including 4 out of the 5 richest counties in California. And adding up to an exquisite advertising opportunity in the pages of Northern California's No. 1 newspaper combination.

Consider these national rankings among the top 10 ADIs, the achievement of a remarkably active 5.3 million people who avidly enjoy their affluence:

#1
in per capita effective buying income
in per capita retail sales
in percentage of travelers
in percentage of adults owning stock
in per capita food store sales

And, among *all* U.S. ADIs, San Francisco ranks fifth for total retail sales ($33 billion) and for total EBI ($69 billion). Sixth for population.

Beautiful. That's the cost effectiveness of a single media buy that reaches more than 2 million readers across this market with 5 issues — The Chronicle and The Examiner.

REPRESENTED NATIONALLY BY SAWYER-FERGUSON-WALKER

SAN FRANCISCO NEWSPAPER AGENCY
Agent of
San Francisco Chronicle San Francisco Examiner
925 MISSION STREET SAN FRANCISCO CA 94103

Sources: The Scarborough San Francisco Market Study, 1984, 5-issue reach; Sales & Marketing Management's Survey of Buying Power Data Service, 1984; Mediamark Research, 1984

CAL. (cont.)
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
San Francisco	688.6	.2890	35.0	11.1	23.2	18.7	31.2	305.7	5,794,966	991,513	1,115,102	600,509	304,641	810,205	158,354
• San Francisco	688.6	.2890	35.0	11.1	23.2	18.7	31.2	305.7	5,794,966	991,513	1,115,102	600,509	304,641	810,205	158,354
San Mateo	611.5	.2566	34.1	10.8	19.1	21.0	27.2	239.3	4,511,570	871,820	515,902	626,969	251,999	968,476	167,731
Daly City	82.1	.0345	31.9	12.2	19.8	20.1	23.7	28.9	576,242	69,685	56,831	149,511	52,036	94,031	24,030
Redwood City	56.2	.0236	33.5	11.8	20.9	18.5	28.3	23.9	605,910	107,447	68,628	38,615	26,851	210,243	19,493
San Mateo	81.1	.0340	36.7	10.3	18.5	19.5	33.0	35.1	750,669	124,896	78,920	166,593	35,610	85,488	40,297
South San Francisco	51.2	.0215	32.0	12.3	18.4	19.6	24.9	18.5	351,576	73,293	69,599	25,320	38,585	56,282	8,404
SUBURBAN TOTAL	837.7	.3515	34.2	10.4	19.7	21.8	26.6	332.4	6,218,634	1,240,259	714,402	765,712	353,233	1,317,856	227,105
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***5,711.2***	***2.3969***	***32.4***	***11.8***	***20.1***	***20.1***	***24.8***	***2,198.6***	***37,757,413***	***7,511,118***	***4,488,224***	***4,594,133***	***2,086,329***	***7,645,715***	***1,430,346***
SAN JOSE	**1,377.5**	**.5781**	**30.7**	**13.0**	**19.9**	**21.1**	**20.3**	**485.9**	**9,363,319**	**1,750,828**	**995,733**	**1,274,844**	**566,200**	**2,059,584**	**345,225**
Santa Clara	1,377.5	.5781	30.7	13.0	19.9	21.1	20.3	485.9	9,363,319	1,750,828	995,733	1,274,844	566,200	2,059,584	345,225
Mountain View	62.0	.0260	32.2	14.7	26.6	18.6	24.1	29.1	618,068	104,551	59,990	172,552	63,929	51,793	33,314
• Palo Alto	56.0	.0235	36.3	9.7	19.8	21.9	30.2	22.9	676,966	88,527	87,386	101,262	26,105	139,820	10,312
• San Jose	691.4	.2902	29.0	12.9	20.5	20.7	16.9	231.0	4,000,013	824,606	367,329	613,430	187,004	820,043	148,893
Santa Clara	89.9	.0377	31.3	16.5	20.7	19.1	23.3	34.5	882,972	121,907	90,122	67,115	94,312	306,172	37,172
Sunnyvale	110.8	.0465	32.6	13.3	20.2	21.2	24.0	44.5	815,742	112,111	103,396	70,690	28,268	295,680	19,853
SUBURBAN TOTAL	630.1	.2644	32.2	13.4	19.2	21.4	23.2	232.0	4,686,340	837,695	541,018	560,152	351,091	1,099,721	186,020
SANTA BARBARA - SANTA MARIA - LOMPOC	**322.0**	**.1352**	**31.5**	**15.2**	**18.6**	**18.8**	**25.5**	**120.1**	**2,411,063**	**469,757**	**271,654**	**224,176**	**136,558**	**428,162**	**87,560**

SAN FRANCISCO
350 miles
SANTA BARBARA METRO AREA
100 miles
LOS ANGELES

The SANTA BARBARA MARKET . . .

Vital to your Los Angeles/Southern California Buy!

Whether you are buying "Metro" or ADI in Southern California, Santa Barbara is essential. Just 100 miles north of Los Angeles, the nation's number 2 ADI, Santa Barbara is a vital part of the Los Angeles marketers' territory, yet it is a separate newspaper market. . .

Effectively covered ONLY by the

SANTA BARBARA NEWS-PRESS . . .

Represented by Cresmer, Woodward, O'Mara and Ormsbee

LATEST CIRCULATION
48,665 Daily
55,522 Sunday
Source: ABC Publisher's Statement for the six months ended March 31, 1985

CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Santa Barbara	322.0	.1352	31.5	15.2	18.6	18.0	25.5	120.1	2,411,063	469,757	271,654	224,176	136,558	428,162	87,560
• Lompoc	29.4	.0123	30.6	12.7	19.0	20.3	21.3	10.7	170,695	41,569	15,097	6,932	10,656	46,193	5,752
• Santa Barbara	78.0	.0327	34.6	12.7	22.0	15.2	33.8	34.7	838,936	156,822	121,030	84,062	56,507	144,911	27,005
• Santa Maria	47.8	.0201	29.8	13.9	17.5	16.2	24.6	17.3	631,330	75,375	44,609	96,139	24,861	149,980	21,593
SUBURBAN TOTAL	166.8	.0701	30.4	17.2	17.3	19.4	22.6	57.4	770,102	195,992	90,918	37,043	44,534	87,078	33,210
SANTA CRUZ	**216.8**	**.0910**	**31.9**	**12.7**	**21.8**	**17.0**	**26.2**	**82.5**	**1,157,564**	**277,182**	**138,133**	**91,784**	**51,366**	**229,470**	**46,405**
Santa Cruz	216.8	.0910	31.9	12.7	21.8	17.0	26.2	82.5	1,157,564	277,182	138,133	91,784	51,366	229,470	46,405
• Santa Cruz	45.3	.0190	30.8	19.0	23.4	13.9	26.4	18.1	458,511	93,091	58,847	34,202	19,800	117,412	12,814
SUBURBAN TOTAL	171.5	.0720	32.2	11.0	21.5	17.8	26.2	64.4	699,053	184,091	79,286	57,582	31,566	112,058	33,591
SANTA ROSA - PETALUMA	**335.3**	**.1408**	**33.0**	**10.1**	**19.7**	**18.5**	**27.5**	**120.9**	**1,842,610**	**433,234**	**184,351**	**201,112**	**90,447**	**336,591**	**94,307**
Sonoma	335.3	.1408	33.0	10.1	19.7	18.5	27.5	120.9	1,842,610	433,234	184,351	201,112	90,447	336,591	94,307
• Petaluma	37.5	.0157	31.9	9.5	19.4	21.0	23.0	13.7	247,487	63,510	26,992	31,244	8,781	42,320	16,613
• Santa Rosa	93.9	.0394	33.5	10.5	19.4	17.1	30.0	39.0	821,946	163,172	82,329	154,898	54,830	100,484	45,348
SUBURBAN TOTAL	203.9	.0857	32.9	10.1	19.8	18.6	27.2	78.2	773,177	206,552	75,030	14,970	26,836	193,787	32,346
STOCKTON	**393.0**	**.1649**	**31.5**	**11.7**	**17.0**	**17.7**	**26.3**	**143.2**	**1,877,289**	**425,031**	**189,824**	**217,022**	**90,594**	**405,617**	**89,039**
San Joaquin	393.0	.1649	31.5	11.7	17.0	17.7	26.3	143.2	1,877,289	425,031	189,824	217,022	90,594	405,617	89,039
• Lodi	40.2	.0169	35.2	11.2	15.4	18.0	32.2	16.2	275,209	59,583	26,066	16,879	14,238	73,722	18,161
• Stockton	174.2	.0731	30.2	12.9	18.4	16.6	24.6	65.4	1,065,563	208,489	113,445	178,588	51,190	225,535	37,814
SUBURBAN TOTAL	178.6	.0749	32.1	10.7	15.9	18.6	26.7	61.6	536,517	156,959	50,313	21,555	25,166	106,360	33,064
VALLEJO - FAIRFIELD - NAPA	**379.5**	**.1593**	**30.6**	**12.4**	**19.4**	**18.6**	**22.9**	**134.9**	**1,792,859**	**444,580**	**209,425**	**169,224**	**77,307**	**372,654**	**90,296**
Napa	106.5	.0447	35.1	10.8	16.5	18.6	31.5	40.0	475,165	134,155	62,141	37,940	21,337	71,601	19,470
• Napa	55.4	.0233	33.1	10.6	18.1	19.2	27.4	21.8	344,806	105,855	31,727	36,689	18,868	42,032	16,589
Solano	273.0	.1145	29.2	13.0	20.6	18.6	19.5	94.9	1,317,694	310,425	147,284	131,284	55,970	301,053	70,826
• Fairfield	65.9	.0277	26.8	16.6	20.4	19.0	14.3	21.3	359,577	49,263	37,090	63,260	14,988	97,507	12,628
Vacaville	49.9	.0209	29.0	12.7	23.1	19.8	16.2	17.0	221,715	58,603	44,555	1,837	10,689	32,356	14,156
• Vallejo	90.1	.0378	30.7	12.5	19.4	16.6	25.0	33.1	527,061	117,833	41,412	60,869	24,564	146,534	34,103
SUBURBAN TOTAL	168.1	.0704	31.4	11.2	19.6	19.4	23.5	58.7	561,415	171,629	99,196	8,406	18,887	86,581	26,970
VISALIA - TULARE - PORTERVILLE	**279.2**	**.1171**	**29.8**	**11.4**	**16.4**	**17.5**	**24.0**	**92.0**	**1,300,126**	**320,988**	**104,914**	**157,691**	**58,959**	**290,508**	**56,319**
Tulare	279.2	.1171	29.8	11.4	16.4	17.5	24.0	92.0	1,300,126	320,988	104,914	157,691	58,959	290,508	56,319
• Porterville	23.7	.0099	30.9	11.9	18.5	16.6	25.8	8.1	237,320	62,498	18,236	17,740	6,163	53,812	10,357
• Tulare	26.2	.0110	29.4	11.6	16.3	15.8	25.0	9.1	177,369	51,352	17,619	4,622	10,147	33,620	10,818
• Visalia	58.8	.0247	30.2	11.9	19.3	18.0	22.7	21.6	601,366	103,149	48,348	125,574	34,271	154,397	19,238
SUBURBAN TOTAL	170.5	.0715	29.5	11.2	15.2	17.7	23.9	53.2	284,071	103,989	20,711	9,755	8,378	48,679	7,986
YUBA CITY	**110.4**	**.0463**	**30.3**	**12.7**	**17.1**	**18.7**	**23.4**	**40.2**	**500,882**	**121,255**	**47,437**	**84,463**	**21,059**	**93,091**	**17,927**
Sutter	57.2	.0240	31.7	11.7	15.9	20.1	24.7	21.0	282,461	62,937	26,687	45,974	13,366	55,527	7,528
• Yuba City	20.5	.0086	30.4	15.3	18.9	16.3	25.1	8.7	257,036	53,967	24,917	43,306	11,963	53,976	7,374
Yuba	53.2	.0223	29.0	13.8	18.1	17.2	22.0	19.2	218,421	58,318	20,750	38,489	7,693	37,564	10,399
SUBURBAN TOTAL	89.9	.0377	30.3	12.1	16.5	19.2	23.1	31.5	243,846	67,288	22,520	41,157	9,096	39,115	10,553
OTHER COUNTIES															
Alpine	1.4	.0006	29.1	17.4	20.3	21.5	16.5	.4	3,830	328	1,961	663			
Amador	23.5	.0098	38.7	9.2	14.4	18.2	36.8	9.4	139,074	39,834	9,692	2,667	3,471	46,298	4,262
Calaveras	25.5	.0107	38.1	7.7	15.5	18.6	35.6	10.0	90,792	30,721	7,350	4,838	3,702	9,455	2,424
Colusa	13.6	.0057	33.2	9.8	15.5	17.4	29.9	4.9	52,079	15,674	5,883	388	1,060	11,155	2,400
Del Norte	19.3	.0081	32.5	10.3	17.0	17.3	28.5	7.5	81,408	25,861	10,929	3,808	3,830	10,113	4,461
Glenn	23.2	.0097	32.9	10.1	15.4	17.8	29.0	8.4	95,090	25,890	10,433	2,910	2,506	16,155	2,337
Humboldt	113.2	.0475	30.7	14.5	20.9	17.1	23.9	44.3	653,945	186,780	60,794	34,059	21,493	114,236	39,429
Imperial	102.7	.0431	29.4	11.7	15.6	16.8	22.9	31.4	325,647	160,955	36,657	63,818	15,359	94,271	36,213
Inyo	18.9	.0080	36.8	8.2	15.3	18.7	33.8	7.7	160,930	37,683	18,449	3,463	3,918	25,838	3,599
Kings	80.9	.0340	27.9	13.9	17.2	17.5	20.3	25.8	294,039	67,958	30,885	24,665	11,876	68,198	18,113
Lake	46.6	.0195	43.7	6.7	13.5	15.1	44.3	19.4	190,814	75,502	14,083	11,425	3,364	31,177	15,631

New '85 Sacramento-Stockton ADI Market Highlight

What's the FASTEST GROWING California county?

(Clue: It's a part of America's 20th ranking ADI.)

Metro Stockton (San Joaquin County)
is No. 1 in population growth among all California counties.*

Supermarketeers target Stockton

. . . for faster sales profits . . . again for the 8th year in a row Stockton is No. 1 in the food sales growth index for the Sacramento-Stockton ADI.**
The Stockton Record reaches over 141,000 metro Stockton adults with a 72% share of the ABC newspaper market.
Maximum "outside" daily newspaper coverage (S.F. Chron.) is less than 8%.

*California Department of Finance report released April, 1985.
**1985 S&MM Survey of Buying Power

The Stockton Record

Advertiser contact: Bob West, Gen'l Adv. Mgr., (209) 943-6397

CALIFORNIA

CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Lassen	25.8	.0109	30.3	14.2	20.4	17.7	22.7	8.3	99,482	36,980	10,801	3,629	2,453	14,617	3,547
Madera	75.2	.0316	30.6	9.9	17.3	17.7	24.8	25.2	275,533	90,247	26,709	8,010	7,442	47,031	16,562
Mariposa	13.6	.0057	36.5	10.5	16.0	18.1	33.8	5.1	46,826	16,067	4,473		343	592	565
Mendocino	73.5	.0309	32.6	9.0	19.5	18.7	26.6	28.0	397,195	123,561	43,918	19,612	13,005	68,121	23,996
Merced	156.1	.0655	28.5	13.1	17.4	17.4	21.2	52.4	681,608	141,069	62,446	77,372	19,846	160,743	33,281
Modoc	9.4	.0039	34.9	7.4	16.2	18.4	31.5	3.5	34,323	10,005	4,348	693	217	5,329	1,070
Mono	10.1	.0042	28.8	17.2	28.1	18.2	14.4	4.2	77,796	22,327	20,602	1,044	2,675	1,506	490
Nevada	66.1	.0277	35.6	7.4	18.2	17.9	33.1	25.5	329,613	94,149	30,632	13,290	12,365	46,836	20,778
Plumas	19.3	.0081	33.7	8.8	18.3	18.6	29.1	7.6	88,046	23,969	7,508	8,462	1,170	16,657	3,622
San Benito	29.3	.0123	29.9	10.6	16.8	17.5	24.0	9.5	99,262	34,676	8,773	1,535	2,401	21,024	2,889
San Luis Obispo	183.6	.0771	31.7	17.1	18.6	15.5	28.3	69.9	957,539	237,542	139,736	48,228	38,707	167,991	43,157
Sierra	3.4	.0015	34.9	8.0	20.0	18.6	31.2	1.5	7,939	2,637	1,653		145	951	442
Siskiyou	43.1	.0181	33.5	9.0	17.9	18.0	29.3	16.7	187,056	61,207	21,035	4,270	5,767	20,876	16,177
Tehama	43.7	.0183	34.9	9.3	14.9	18.7	31.1	16.8	229,338	61,733	18,785	14,443	4,853	37,700	9,078
Trinity	13.7	.0058	33.7	7.3	18.6	19.5	28.1	5.3	40,235	14,668	5,010	2,224	1,478	1,126	2,390
Tuolumne	40.4	.0170	34.2	9.5	18.5	17.8	30.8	15.3	153,691	52,325	17,882	625	3,837	19,090	11,753
TOTAL METRO COUNTIES	**24,531.5**	**10.2953**	**31.4**	**12.6**	**19.0**	**19.0**	**24.2**	**9,026.5**	**147,634,267**	**30,170,614**	**16,461,872**	**17,576,986**	**7,921,296**	**31,548,472**	**5,260,994**
TOTAL STATE	**25,806.6**	**10.8306**	**31.5**	**12.6**	**18.9**	**18.9**	**24.4**	**9,490.5**	**153,627,397**	**31,860,964**	**17,093,279**	**17,933,127**	**8,108,579**	**32,605,556**	**5,569,660**

CAL.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANAHEIM - SANTA ANA	**29,712,443**	**35,901**	**14.4**	**25.7**	**23.7**	**27.8**	**1.0870**
Orange	29,712,443	35,901	14.4	25.7	23.7	27.8	1.0870
• Anaheim	3,036,593	31,705	17.2	28.9	22.8	21.2	.1173
Buena Park	822,707	35,545	13.9	27.2	27.5	23.7	.0356
Costa Mesa	1,191,582	31,092	17.5	29.5	21.7	20.8	.0607
Cypress	581,168	42,767	9.3	21.0	28.0	36.6	.0182
Fountain Valley	759,498	45,595	7.7	19.2	28.5	41.5	.0267
Fullerton	1,587,742	34,318	15.2	26.5	21.8	27.1	.0573

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Garden Grove	1,606,137	34,077	15.0	28.0	26.1	22.0	.0597
Huntington Beach	2,644,929	37,895	12.8	25.0	25.1	30.3	.0922
Irvine	1,397,713	47,620	6.1	19.6	25.8	45.4	.0453
La Habra	628,073	33,151	15.5	28.7	24.5	22.0	.0228
Newport Beach	1,545,899	42,342	11.8	21.0	17.7	41.4	.0533
Orange	1,305,380	35,180	14.9	25.7	24.1	26.2	.0549
• Santa Ana	2,236,390	28,982	19.4	30.8	23.1	14.7	.0965
Westminster	958,453	36,608	13.5	25.4	27.0	26.1	.0396
SUBURBAN TOTAL	24,439,460	37,494	13.4	24.7	23.9	30.3	.8732

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

OCB
ORANGE COAST BUY

Newport Beach Orange Coast Daily Pilot/San Clemente Daily Sun-Post

The best of Los Angeles/ Orange County markets.

A newspaper network with one order, one invoice, at a 5% discount.

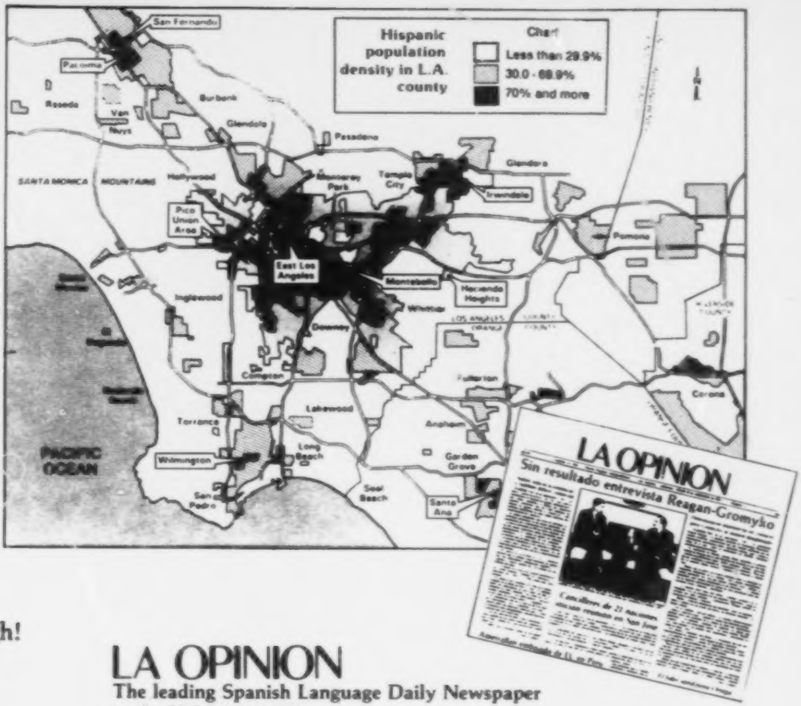
TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

Reach Los Angeles' fastest growing market...

in Español!

The other dailies just aren't enough! In order to complete your media buy in Los Angeles, you need to reach the Hispanic market.

To find out how you can reach Los Angeles' fastest growing market, call us today.


Hispanic population density in L.A. county
Chart
Less than 29.9%
30.0 - 69.9%
70% and more
San Fernando
Pacoima
Reseda
Van Nuys
Burbank
Glendale
Pasadena
SANTA MONICA MOUNTAINS
Hollywood
Monterey Park
Temple City
Glendora
Irwindale
Pico Union Area
East Los Angeles
Montebello
Hacienda Heights
Pomona
Whittier
Inglewood
Downey
Compton
Fullerton
Corona
Torrance
Lakewood
Anaheim
Wilmington
Long Beach
Garden Grove
PACIFIC OCEAN
San Pedro
Seal Beach
Santa Ana
LA OPINION
Sin resultado entrevista Reagan-Gromyko

LA OPINION
The leading Spanish Language Daily Newspaper
in the U.S. since 1926.

Telephone: (213) 748-1191

1436 South Main Street
Los Angeles, California 90015

CAL. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BAKERSFIELD	**4,841,829**	**25,736**	**22.3**	**28.9**	**19.5**	**13.4**	**.1899**
Kern	4,841,829	25,736	22.3	28.9	19.5	13.4	.1899
• Bakersfield	1,657,726	28,595	19.3	28.1	22.0	15.9	.0749
SUBURBAN TOTAL	3,184,103	24,538	23.6	29.4	18.2	12.2	.1150
CHICO	**1,502,133**	**18,860**	**29.2**	**28.5**	**12.1**	**6.4**	**.0619**
Butte	1,502,133	18,860	29.2	28.5	12.1	6.4	.0619
• Chico	251,394	15,902	27.4	25.5	9.7	5.3	.0155
SUBURBAN TOTAL	1,250,739	19,454	29.7	29.2	12.6	6.7	.0464
FRESNO	**5,841,771**	**24,215**	**23.8**	**29.2**	**17.8**	**12.2**	**.2265**
Fresno	5,841,771	24,215	23.8	29.2	17.8	12.2	.2265
• Fresno	2,790,929	22,624	24.6	28.4	17.4	10.0	.1190
SUBURBAN TOTAL	3,050,842	25,901	22.9	30.1	18.1	14.6	.1075
LOS ANGELES - LONG BEACH	**95,434,471**	**27,897**	**19.8**	**27.0**	**19.2**	**18.8**	**3.6231**
Los Angeles	95,434,471	27,897	19.8	27.0	19.2	18.8	3.6231
Alhambra	821,883	25,955	22.2	30.5	19.7	13.0	.0327
Arcadia	804,925	38,485	14.4	21.8	20.4	34.9	.0309
Baldwin Park	437,510	26,236	20.1	35.9	20.1	8.6	.0162
Bellflower	668,380	26,894	20.2	30.7	22.0	11.7	.0267
• Burbank	1,210,311	28,915	19.4	29.4	20.7	18.3	.0440
Carson	914,579	37,554	12.6	24.9	29.2	26.1	.0373
Cerritos	716,414	46,886	4.9	17.4	32.9	42.1	.0359
Compton	577,382	22,002	23.9	28.5	17.0	9.1	.0237
Downey	1,151,450	31,513	18.2	29.0	22.4	20.7	.0497
El Monte	698,134	22,571	25.5	31.2	16.9	7.9	.0335

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Gardena	569,644	29,127	18.2	31.3	22.1	15.7	.0256
Glendale	2,079,359	27,410	20.3	28.5	17.9	18.8	.0796
Hawthorne	719,214	27,688	21.0	31.5	22.0	13.8	.0273
Huntington Park	351,779	18,640	29.3	29.8	11.0	5.4	.0167
Inglewood	1,049,350	23,871	22.6	31.1	17.1	11.3	.0409
Lakewood	962,245	36,400	12.4	27.2	30.7	22.6	.0385
La Mirada	503,849	40,089	8.4	24.6	31.4	29.8	.0187
Lancaster	678,950	31,722	15.6	28.5	23.9	19.3	.0289
● Long Beach	4,770,508	24,707	22.1	27.4	18.0	14.2	.1709
● Los Angeles	37,814,802	24,904	21.9	26.1	16.4	17.3	1.4246
Lynwood	397,645	23,780	22.4	31.8	19.8	7.3	.0164
Montebello	604,420	27,992	18.8	30.0	19.1	17.4	.0232
Monterey Park	680,726	31,057	16.7	28.7	22.3	20.4	.0246
Norwalk	828,636	30,582	16.5	32.7	25.6	14.6	.0330
● Pasadena	1,680,785	25,934	21.5	26.3	16.3	19.1	.0693
Pico Rivera	504,470	29,269	18.3	32.9	23.4	14.1	.0191
● Pomona	977,816	25,119	22.2	30.5	19.6	10.9	.0414
Redondo Beach	987,922	35,041	13.7	27.9	25.5	24.6	.0324
Rosemead	399,562	25,266	22.8	30.7	20.8	10.7	.0165
Santa Monica	1,524,519	27,062	20.8	28.7	17.5	18.5	.0642
South Gate	666,477	22,913	24.7	31.5	17.9	7.7	.0260
Torrance	2,058,507	37,998	12.7	24.4	24.6	30.8	.0879
West Covina	1,170,798	37,533	11.6	26.7	28.5	26.8	.0469
Whittier	992,693	31,123	17.8	26.9	20.8	22.2	.0393
SUBURBAN TOTAL	48,980,249	30,853	17.7	27.6	21.7	20.8	1.8729
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***151,747,768***	***29,124***	***19.2***	***27.2***	***20.2***	***19.6***	***5.7154***
MODESTO	**2,972,588**	**23,813**	**24.0**	**30.8**	**17.5**	**10.3**	**.1201**
Stanislaus	2,972,588	23,813	24.0	30.8	17.5	10.3	.1201
● Modesto	1,362,032	26,067	21.7	32.9	19.5	11.3	.0606
● Turlock	316,891	21,727	25.0	28.8	16.7	8.3	.0139
SUBURBAN TOTAL	1,293,665	22,122	25.8	29.4	15.8	9.8	.0456
OAKLAND	**25,682,910**	**32,005**	**16.5**	**25.4**	**22.3**	**22.5**	**.9239**
Alameda	15,025,141	29,466	18.1	26.2	21.7	18.7	.5554
Alameda	1,032,261	28,671	20.3	29.5	21.1	17.6	.0405
● Berkeley	1,351,047	21,934	23.3	24.8	13.5	15.5	.0519
Fremont	1,966,404	38,852	11.2	24.1	31.1	27.3	.0700
Hayward	1,217,751	31,008	16.7	30.4	24.4	17.1	.0495
● Livermore	678,246	38,294	11.0	24.4	31.7	25.6	.0232
● Oakland	4,149,138	22,227	22.3	25.8	15.8	12.8	.1556
San Leandro	926,764	30,377	18.3	29.5	23.1	17.9	.0378
Contra Costa	10,657,769	36,529	13.9	23.5	23.6	29.1	.3685
Antioch	573,246	32,964	15.8	27.5	27.9	17.6	.0216
Concord	1,470,417	35,491	14.1	26.7	26.2	24.7	.0605
Richmond	849,400	25,224	20.9	27.6	19.1	13.3	.0332
Walnut Creek	1,128,002	39,281	13.6	22.9	20.2	35.7	.0437
SUBURBAN TOTAL	19,504,479	35,367	14.4	25.2	24.7	25.9	.6932
OXNARD - VENTURA	**7,570,210**	**34,790**	**15.7**	**25.9**	**24.3**	**25.4**	**.2696**
Ventura	7,570,210	34,790	15.7	25.9	24.3	25.4	.2696
● Oxnard	1,260,720	28,911	20.1	31.4	21.7	16.3	.0495
Simi Valley	1,088,566	43,112	8.2	19.6	32.7	34.9	.0372
Thousand Oaks	1,444,629	43,080	10.1	21.3	25.5	38.0	.0536
● Ventura	1,167,098	30,884	18.2	27.6	21.8	20.9	.0469
SUBURBAN TOTAL	5,142,392	37,860	13.6	24.0	25.7	29.3	.1732
REDDING	**1,178,665**	**19,512**	**29.2**	**30.1**	**12.7**	**6.0**	**.0509**
Shasta	1,178,665	19,512	29.2	30.1	12.7	6.0	.0509
● Redding	480,671	19,563	29.5	29.1	13.5	6.2	.0256
SUBURBAN TOTAL	697,994	19,477	29.2	30.6	12.2	5.9	.0253

Los Angeles A.D.I.
Daily News
Los Angeles Times
Herald-Examiner
San Bernardino Sun
Santa Monica
L.A. Int'l Airport
Pacific Ocean
Torrance
The Daily Breeze
Palos Verdes
L.A. Harbor
Press Telegram
Orange County Register
Riverside Press Enterprise

BUY ME TOO!

If demographics could talk, ours would SCREAM!

The Daily Breeze delivers the wealthiest, fastest growing Sunday newspaper audience in California. That's over 400,000 readers with money to spend.

Now, if you try to cover our area with the L.A. Times alone, you will miss nearly 8 out of 10 (76%) of the most affluent newspaper readers in California.

Listen to our demographics!

Sources: Scarborough's National Newspaper Audience Rating Study, 1983 ABC Audit; March 31, 1985. L.A. Times Media Facts, 1984.

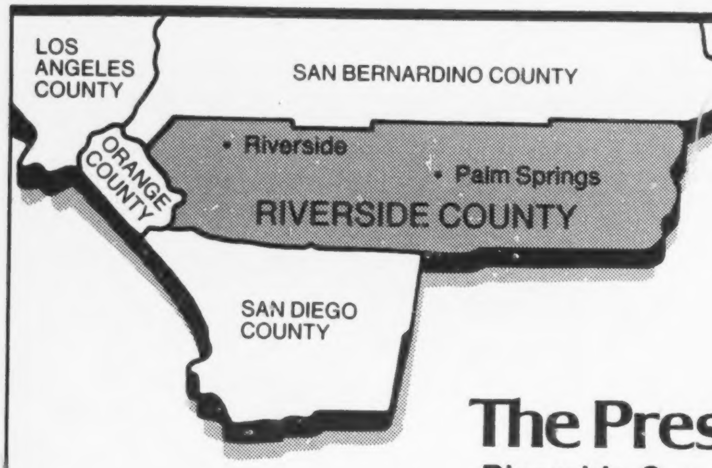
The Daily Breeze

A Copley Los Angeles Newspaper - L.A. Sales Office (213)550-7777 - Represented nationally by Sawyer/Ferguson/Walker

CAL. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
RIVERSIDE - SAN BERNARDINO	**19,030,644**	**25,442**	**22.8**	**29.7**	**19.5**	**12.3**	**.7357**
Riverside	8,287,308	24,190	24.5	29.6	17.8	12.0	.3245
• Palm Springs	577,613	23,930	25.3	25.3	15.5	17.5	.0249
• Riverside	1,967,942	26,956	21.1	29.6	20.8	14.1	.0826
San Bernardino	10,743,336	26,468	21.5	29.8	20.7	12.5	.4112
Chino	468,499	34,700	12.1	29.2	32.7	16.6	.0175
Ontario	1,073,685	28,568	19.0	32.6	23.7	11.8	.0422
Rancho Cucamonga	754,029	36,270	11.6	29.2	33.2	20.0	.0243
Redlands	609,336	29,392	17.4	27.8	20.5	19.3	.0233
• San Bernardino	1,252,002	21,749	24.8	29.2	16.2	8.4	.0623
Upland	704,476	32,246	15.6	28.1	22.9	22.0	.0249
SUBURBAN TOTAL	15,233,087	25,651	22.8	29.9	19.7	12.2	.5659
SACRAMENTO	**14,230,732**	**25,768**	**22.2**	**29.6**	**19.8**	**12.5**	**.5477**
El Dorado	1,174,798	25,822	22.9	32.3	19.4	11.7	.0427
Placer	1,608,761	27,481	21.1	28.7	20.9	15.0	.0629
• Roseville	330,652	26,265	23.0	29.1	20.7	12.2	.0165
Sacramento	10,184,768	25,949	22.0	29.6	20.2	12.4	.3943
• Sacramento	3,441,160	22,061	24.1	27.5	16.7	10.2	.1392
Yolo	1,262,405	22,316	24.4	27.2	16.7	11.0	.0478
• Davis	430,081	21,683	24.2	24.4	16.3	12.7	.0163
• Woodland	360,175	26,085	20.9	32.4	19.9	10.9	.0144
SUBURBAN TOTAL	9,668,664	27,426	21.3	30.6	21.3	13.5	.3613
SALINAS - SEASIDE - MONTEREY	**3,527,592**	**27,347**	**21.3**	**31.6**	**20.1**	**14.4**	**.1355**
Monterey	3,527,592	27,347	21.3	31.6	20.1	14.4	.1355
• Monterey	383,703	27,126	21.0	32.5	20.4	13.4	.0171
• Salinas	876,791	26,305	21.6	32.2	20.4	11.6	.0409
• Seaside	324,288	22,754	27.9	35.3	15.0	7.2	.0137
SUBURBAN TOTAL	1,942,810	29,052	19.9	30.3	20.8	17.6	.0638
SAN DIEGO	**25,198,528**	**27,128**	**21.6**	**29.0**	**19.6**	**16.2**	**.9359**
San Diego	25,198,528	27,128	21.6	29.0	19.6	16.2	.9359
Chula Vista	1,048,947	28,424	19.8	29.7	22.0	15.4	.0401
El Cajon	910,018	23,982	24.4	30.1	17.9	11.2	.0453
• Escondido	856,635	24,439	25.3	30.4	18.7	10.8	.0403
La Mesa	702,504	26,483	22.8	30.0	20.2	13.5	.0312
National City	446,909	19,360	30.0	31.2	12.1	4.9	.0287
Oceanside	1,013,382	24,171	27.2	31.0	17.6	11.7	.0373
• San Diego	11,836,711	26,095	22.1	28.9	18.5	15.6	.4349
SUBURBAN TOTAL	12,505,182	28,402	20.7	29.2	20.7	17.1	.4607
SAN FRANCISCO	**23,386,869**	**31,439**	**17.1**	**26.3**	**20.6**	**23.4**	**.8598**
Marin	4,157,710	39,002	12.9	22.9	21.1	35.1	.1392
Novato	696,757	38,816	13.1	24.2	25.2	31.3	.0228
San Rafael	778,738	34,582	16.0	24.3	19.2	30.2	.0349
San Francisco	9,861,430	26,238	20.2	27.4	17.6	17.5	.3832
• San Francisco	9,861,430	26,238	20.2	27.4	17.6	17.5	.3832
San Mateo	9,367,729	35,320	14.6	26.6	24.2	26.3	.3374
Daly City	1,004,991	32,858	16.1	29.8	26.0	19.5	.0397
Redwood City	801,797	29,793	19.3	28.1	22.0	19.3	.0343
San Mateo	1,304,237	33,969	15.2	28.2	24.6	23.4	.0495
South San Francisco	650,575	34,298	14.1	28.2	28.3	20.1	.0251
SUBURBAN TOTAL	13,525,439	36,228	14.1	25.5	23.4	28.8	.4766
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***80,106,012***	***32,500***	***16.4***	***25.9***	***22.2***	***23.5***	***2.9073***
SAN JOSE	**19,844,541**	**37,776**	**12.9**	**24.3**	**24.6**	**30.3**	**.7174**
Santa Clara	19,844,541	37,776	12.9	24.3	24.6	30.3	.7174
Mountain View	1,039,999	32,378	15.4	31.7	23.3	21.1	.0397
• Palo Alto	1,046,550	40,279	12.3	22.6	20.9	36.8	.0407
• San Jose	8,915,336	36,866	13.4	24.4	26.1	27.4	.3236
Santa Clara	1,302,874	35,633	13.9	27.1	25.7	25.4	.0533
Sunnyvale	1,788,202	37,626	12.3	26.8	24.8	30.0	.0629
SUBURBAN TOTAL	9,882,655	38,568	12.4	24.4	23.5	32.5	.3531
SANTA BARBARA - SANTA MARIA - LOMPOC	**3,989,542**	**27,892**	**21.1**	**28.0**	**20.1**	**17.4**	**.1602**
Santa Barbara	3,989,542	27,892	21.1	28.0	20.1	17.4	.1602
• Lompoc	314,199	25,990	22.7	28.2	22.5	10.3	.0125
• Santa Barbara	1,049,814	24,113	24.3	29.0	16.0	14.4	.0463
• Santa Maria	485,000	25,352	22.6	31.6	20.7	9.5	.0280
SUBURBAN TOTAL	2,140,529	31,935	18.4	26.3	21.9	22.9	.0734
SANTA CRUZ	**2,755,368**	**28,147**	**20.5**	**26.2**	**19.6**	**19.2**	**.0985**
Santa Cruz	2,755,368	28,147	20.5	26.2	19.6	19.2	.0985



The Press-Enterprise
Riverside County's Newspaper

Serving Southern California's fastest-growing county

Circulation:
Daily 123,521 - Sunday 129,284*

Nationally Represented By
SAWYER-FERGUSON-WALKER COMPANY, INC.
With offices in major cities

For audience information, call
Ray Hammond, Jr.
National Advertising Manager
714/684-1200
3512 Fourteenth Street
Riverside, California 92501

*ABC/Publisher's Statement for six months ending March 31, 1985

CAL. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
• Santa Cruz	543,391	23,783	23.0	25.3	17.4	14.8	.0250
SUBURBAN TOTAL	2,211,977	29,379	19.7	26.5	20.2	20.5	.0735
SANTA ROSA - PETALUMA	**4,172,613**	**28,407**	**19.9**	**28.5**	**21.7**	**16.2**	**.1516**
Sonoma	4,172,613	28,407	19.9	28.5	21.7	16.2	.1516
• Petaluma	462,824	33,289	16.0	25.5	27.9	18.8	.0179
• Santa Rosa	1,228,040	27,984	20.4	29.3	21.5	15.3	.0507
SUBURBAN TOTAL	2,481,749	27,829	20.4	28.5	20.7	16.2	.0830
STOCKTON	**3,866,246**	**23,453**	**23.4**	**29.7**	**17.9**	**9.8**	**.1515**
San Joaquin	3,866,246	23,453	23.4	29.7	17.9	9.8	.1515
• Lodi	437,515	23,618	23.7	29.4	18.5	9.8	.0182
• Stockton	1,661,708	21,749	24.4	28.3	16.8	8.5	.0715
SUBURBAN TOTAL	1,767,023	25,186	22.4	31.3	18.8	11.2	.0618
VALLEJO - FAIRFIELD - NAPA	**4,263,711**	**28,569**	**20.0**	**30.0**	**23.0**	**14.0**	**.1561**
Napa	1,410,316	30,814	18.4	26.9	22.2	20.4	.0473
• Napa	733,213	31,092	18.2	27.1	23.8	19.0	.0269
Solano	2,853,395	27,773	20.6	31.3	23.3	11.4	.1088
• Fairfield	641,561	26,208	24.6	31.0	21.8	10.5	.0263
Vacaville	524,477	29,727	17.3	33.7	26.3	10.6	.0195
• Vallejo	928,[illegible]9	25,635	21.6	31.4	21.3	9.5	.0378
SUBURBAN TOTAL	1,960,638	30,255	18.0	29.9	24.1	16.0	.0651
VISALIA - TULARE - PORTERVILLE	**1,991,969**	**17,838**	**32.0**	**28.8**	**10.4**	**4.8**	**.0922**
Tulare	1,991,969	17,838	32.0	28.8	10.4	4.8	.0922
• Porterville	168,018	17,208	29.9	28.8	10.3	3.6	.0107
• Tulare	187,900	17,390	31.5	29.5	9.3	4.0	.0100
• Visalia	516,637	20,762	27.8	32.0	14.1	5.9	.0289
SUBURBAN TOTAL	1,119,414	16,979	34.3	27.5	9.1	4.6	.0426
YUBA CITY	**931,687**	**19,050**	**30.3**	**28.1**	**13.3**	**6.1**	**.0[illegible]91**
Sutter	513,623	20,568	28.3	28.6	15.3	7.4	.0214
• Yuba City	181,984	17,556	31.4	28.3	10.4	4.7	.0112
Yuba	418,064	17,681	32.6	27.4	11.1	4.7	.0177
SUBURBAN TOTAL	749,703	19,466	30.1	28.0	14.1	6.5	.0279

S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Alpine	11,538	23,417	22.5	26.4	12.3	16.5	.0004
Amador	236,261	22,103	26.7	32.2	16.1	6.9	.0098
Calaveras	242,760	21,004	28.2	32.5	13.3	6.7	.0090
Colusa	130,890	22,183	25.7	29.9	14.1	11.6	.0049
Del Norte	148,221	16,767	30.9	29.5	9.1	2.7	.0065
Glenn	214,995	21,954	26.0	31.2	15.1	8.8	.0083
Humboldt	1,129,855	21,929	25.4	29.8	15.8	8.5	.0465
Imperial	774,020	20,354	28.5	29.5	14.0	7.5	.0357
Inyo	198,438	22,485	24.8	29.4	17.4	8.6	.0093
Kings	676,530	21,811	27.5	30.9	15.9	7.9	.0267
Lake	422,017	17,004	32.3	24.6	11.6	5.7	.0165
Lassen	191,773	19,893	30.7	33.6	13.0	3.1	.0082
Madera	686,214	23,323	24.9	28.8	17.9	10.2	.0259
Mariposa	123,911	18,875	31.0	29.3	11.4	6.4	.0046
Mendocino	694,122	21,748	25.6	32.4	14.7	7.0	.0289
Merced	1,348,164	21,316	27.7	30.7	14.4	8.5	.0550
Modoc	78,416	18,228	30.3	27.7	12.5	5.3	.0032
Mono	131,448	26,956	24.3	32.5	17.6	14.1	.0051
Nevada	694,683	23,822	24.7	30.7	18.2	9.8	.0266
Plumas	179,197	20,883	28.8	32.8	13.9	5.7	.0071
San Benito	264,007	24,933	23.9	34.1	17.7	9.9	.0099
San Luis Obispo	2,069,202	24,462	24.1	28.6	18.6	12.9	.0777
Sierra	34,302	20,194	24.6	30.1	14.1	6.3	.0012
Siskiyou	388,465	20,478	27.1	32.7	13.5	5.0	.0155
Tehama	366,368	18,936	27.4	31.6	10.8	5.0	.0160
Trinity	123,730	20,632	28.1	33.6	11.6	6.4	.0045
Tuolumne	319,226	17,493	32.9	29.7	9.9	3.4	.0131
TOTAL METRO COUNTIES	**301,927,062**	**28,775**	**19.5**	**27.5**	**20.2**	**18.9**	**11.3341**
TOTAL STATE	**313,805,815**	**28,348**	**19.8**	**27.6**	**20.0**	**18.4**	**11.8102**

COLORADO

COLO.
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP
1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOULDER - LONGMONT	**215.2**	**.0903**	**28.9**	**17.6**	**23.7**	**19.2**	**16.3**	**82.7**	**1,459,568**	**337,334**	**156,390**	**126,247**	**108,342**	**286,354**	**34,605**
Boulder	215.2	.0903	28.9	17.6	23.7	19.2	16.3	82.7	1,459,568	337,334	156,390	126,247	108,342	286,354	34,605
• Boulder	79.3	.0333	27.4	27.9	24.6	15.8	15.5	31.4	827,960	148,770	97,169	96,373	75,669	160,467	15,863
• Longmont	50.3	.0211	29.7	11.2	21.9	18.8	19.6	19.1	354,46	95,339	30,084	27,275	19,121	79,175	12,313
SUBURBAN TOTAL	85.6	.0359	29.9	11.9	23.9	22.6	15.2	32.2	277,148	93,225	29,137	2,599	13,552	46,712	6,429
COLORADO SPRINGS	**345.0**	**.1448**	**28.3**	**16.3**	**19.5**	**19.0**	**18.0**	**126.5**	**2,060,685**	**380,370**	**199,610**	**272,186**	**117,449**	**446,059**	**33,690**
El Paso	345.0	.1448	28.3	16.3	19.5	19.0	18.0	126.5	2,060,685	380,370	199,610	272,186	117,449	446,059	33,690
• Colorado Springs	245.4	.1030	29.6	14.5	20.0	18.9	20.4	97.5	1,878,452	342,492	173,742	243,040	111,860	440,698	31,710
SUBURBAN TOTAL	99.6	.0418	24.9	20.8	18.7	19.1	11.9	29.0	182,233	37,878	25,868	29,146	5,589	5,361	1,980
DENVER	**1,608.6**	**.6750**	**30.4**	**12.0**	**21.6**	**19.9**	**20.2**	**638.3**	**10,938,512**	**2,258,260**	**1,169,432**	**1,360,229**	**775,450**	**2,084,004**	**259,939**
Adams	275.0	.1154	28.1	13.7	20.4	19.1	16.8	99.7	1,685,201	419,379	129,611	230,994	108,737	287,106	46,683
Thornton	47.1	.0198	26.9	12.7	25.8	16.4	12.7	16.1	374,540	72,866	23,654	67,388	13,659	118,143	8,295
Westminster	61.4	.0258	27.4	12.4	27.3	18.0	11.2	21.2	241,769	69,355	25,025	41,884	17,262	6,529	9,104
Arapahoe	373.5	.1567	30.2	10.8	22.0	22.5	16.9	144.2	2,795,714	458,757	242,330	435,374	165,487	714,529	47,790
Aurora	200.8	.0843	29.0	12.2	25.7	19.8	14.7	74.8	1,337,739	314,703	121,121	240,919	82,442	216,114	21,860
Denver	492.6	.2067	31.8	13.6	22.8	15.8	26.9	222.6	3,540,480	666,131	529,511	296,242	318,339	428,763	87,676
• Denver	492.6	.2067	31.8	13.6	22.8	15.8	26.9	222.6	3,540,480	666,131	529,511	296,242	318,339	428,763	87,676
Douglas	34.5	.0145	31.1	6.9	18.5	27.5	15.3	11.0	85,765	30,621	7,912	156	2,881	10,628	2,071
Jefferson	433.0	.1817	30.4	10.7	21.1	22.4	17.9	160.8	2,831,352	683,372	260,068	337,463	180,006	642,978	75,719
Arvada	94.2	.0395	29.5	10.6	20.2	23.3	15.6	33.4	371,692	136,965	37,684	32,982	19,375	31,803	8,772
Lakewood	123.4	.0518	32.2	11.5	18.2	23.4	21.5	47.6	1,348,031	174,550	113,123	214,575	89,602	477,969	26,001
SUBURBAN TOTAL	1,116.0	.4683	29.8	11.3	21.2	21.8	17.2	415.7	7,398,032	1,592,129	639,921	1,003,987	457,111	1,655,241	172,263
DENVER - BOULDER CONSOLIDATED AREA	***1,823.8***	***.7653***	***30.2***	***12.7***	***21.8***	***19.9***	***19.7***	***721.0***	***12,398,080***	***2,595,594***	***1,325,822***	***1,426,476***	***883,792***	***2,370,358***	***294,544***
FORT COLLINS - LOVELAND	**174.8**	**.0734**	**28.7**	**18.1**	**21.8**	**17.4**	**18.8**	**65.7**	**929,206**	**203,287**	**87,203**	**107,504**	**53,296**	**178,315**	**18,238**
Larimer	174.8	.0734	28.7	18.1	21.8	17.4	18.8	65.7	929,206	203,287	87,203	107,504	53,296	178,315	18,238
• Fort Collins	74.4	.0312	26.1	27.7	22.4	14.2	15.8	27.9	594,811	128,376	54,572	85,824	39,186	105,913	13,328
• Loveland	35.7	.0150	31.2	10.8	20.4	18.3	23.8	13.9	222,194	48,563	15,880	15,648	8,222	56,323	6,308
SUBURBAN TOTAL	64.7	.0272	30.4	11.1	21.6	20.4	19.6	23.9	112,201	26,348	16,751	6,032	5,888	16,079	1,602
GREELEY	**138.0**	**.0579**	**28.5**	**15.7**	**18.8**	**17.7**	**20.1**	**49.7**	**555,671**	**137,347**	**50,026**	**63,143**	**26,602**	**124,710**	**14,964**
Weld	138.0	.0579	28.5	15.7	18.8	17.7	20.1	49.7	555,671	137,347	50,026	63,143	26,602	124,710	14,964
• Greeley	57.1	.0240	27.5	21.6	19.4	15.0	20.4	21.7	398,090	97,968	29,471	61,079	20,367	91,936	11,940
SUBURBAN TOTAL	80.9	.0339	29.3	11.5	18.2	19.6	20.0	28.0	157,581	39,379	20,555	2,064	6,235	32,774	3,024

COLO. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
PUEBLO	**125.1**	**.0525**	**31.7**	**11.5**	**16.5**	**17.3**	**27.3**	**47.2**	**621,866**	**161,180**	**59,518**	**93,275**	**38,243**	**99,520**	**18,350**
Pueblo	125.1	.0525	31.7	11.5	16.5	17.3	27.3	47.2	621,866	161,180	59,518	93,275	38,243	99,520	18,350
• Pueblo	100.1	.0420	31.7	12.0	16.7	16.3	28.3	38.6	579,642	148,520	56,662	89,934	37,093	96,496	16,958
SUBURBAN TOTAL	25.0	.0105	31.3	9.8	15.8	21.0	23.2	8.6	42,224	12,660	2,856	3,341	1,150	3,024	1,392
OTHER COUNTIES															
Alamosa	12.3	.0052	27.4	17.6	17.4	16.3	20.4	4.4	90,068	25,089	7,406	6,724	4,382	15,541	3,940
Archuleta	4.5	.0019	31.6	8.1	17.8	19.1	24.8	1.8	32,229	8,107	2,289		372	3,279	910
Baca	5.3	.0023	34.2	9.3	14.7	17.7	31.3	1.9	31,360	3,290	1,455	782	147	6,413	662
Bent	5.8	.0024	34.8	8.3	14.3	17.1	32.6	2.0	17,467	6,236	382	886	81	4,948	1,309
Chaffee	13.6	.0057	31.4	12.4	18.1	17.9	25.5	5.1	80,528	24,054	5,767	5,135	1,594	13,047	1,748
Cheyenne	2.3	.0010	33.8	8.7	15.6	14.7	33.4	.9	8,268	2,896	1,195		329	1,579	183
Clear Creek	7.4	.0031	29.7	10.4	29.0	18.8	15.8	3.0	32,013	7,967	8,914	541	217	2,306	1,009
Conejos	8.1	.0034	28.6	10.1	14.2	16.5	24.4	2.6	15,001	6,109	289	1,769	141	194	1,921
Costilla	3.4	.0014	33.0	9.6	13.7	17.6	29.6	1.1	3,203	868	271	297	121	150	
Crowley	3.1	.0013	40.1	8.0	12.7	16.1	39.3	1.2	3,624	246	257		117	1,000	479
Custer	1.9	.0008	33.4	8.8	16.9	19.3	28.0	.6	4,616	1,350	374			90	106
Delta	23.7	.0100	35.9	8.2	14.8	17.2	34.0	9.2	96,692	29,072	5,307	4,946	4,120	19,305	3,160
Dolores	1.8	.0007	31.7	10.1	15.1	18.8	26.2	.6	4,904	2,057	479			1,709	
Eagle	16.7	.0070	28.4	17.9	35.3	16.6	10.0	6.8	203,699	45,167	37,712	184	6,414	8,278	6,306
Elbert	8.5	.0036	31.1	7.2	19.8	21.9	20.4	2.9	4,877	2,607	409		87	109	142
Fremont	31.1	.0130	34.9	9.1	16.4	17.0	32.8	11.6	108,465	32,386	10,926	11,918	3,521	17,152	6,409
Garfield	26.2	.0110	30.1	12.3	22.5	18.7	20.1	9.9	240,543	60,625	24,787	13,388	7,372	53,909	9,780
Gilpin	2.8	.0012	31.3	7.3	29.5	22.6	16.3	1.2	3,641	336	1,321		56	86	125
Grand	9.1	.0038	29.1	13.2	26.5	18.6	15.6	3.6	59,091	14,587	9,450	733	936	5,857	3,118
Gunnison	11.2	.0047	25.3	30.6	23.3	14.9	12.5	4.1	71,202	17,492	11,427	268	1,986	11,343	2,461
Hinsdale	.5	.0002	32.2	8.6	24.2	23.4	19.8	.2	3,872	906	454				
Huerfano	6.7	.0029	36.2	7.8	13.5	16.0	35.5	2.6	32,033	12,127	2,730	215	833	2,628	880
Jackson	1.9	.0008	30.6	11.0	19.0	22.0	19.7	.7	7,655	2,588	728		108	1,576	136
Kiowa	1.9	.0008	41.1	7.6	11.8	16.6	40.9	.7	5,559	2,339	742				791
Kit Carson	7.6	.0032	32.9	9.7	15.0	17.7	29.2	2.9	46,871	12,299	2,240	2,250	707	12,654	2,871
Lake	8.0	.0033	25.9	17.3	22.2	17.2	12.7	2.6	31,263	9,187	2,349	298	453	3,129	3,539
La Plata	31.4	.0132	29.2	16.8	19.9	17.7	20.9	11.5	209,668	52,025	25,200	12,877	12,427	29,306	2,864
Las Animas	14.5	.0060	34.1	11.3	13.9	14.5	34.3	5.5	43,946	15,127	3,155	2,928	1,608	8,755	1,972
Lincoln	4.6	.0020	38.1	9.7	12.8	18.6	35.4	1.8	56,345	7,041	6,545	1,620	450	10,184	1,900
Logan	19.8	.0083	30.9	13.9	15.2	16.8	27.0	7.6	129,933	23,498	9,123	10,664	5,250	38,961	2,812
Mesa	93.4	.0392	30.7	12.3	19.2	17.9	23.8	34.7	723,555	150,380	53,024	78,923	41,214	146,800	19,006
Mineral	.8	.0003	31.6	10.5	19.3	22.0	21.4	.3	3,283	936	236			55	
Moffat	16.2	.0068	27.9	12.8	22.3	18.7	15.5	5.7	104,700	29,107	7,876	6,361	3,127	23,636	1,376
Montezuma	18.8	.0079	30.5	10.1	16.8	18.8	23.6	6.5	121,309	30,928	9,959	7,104	3,634	22,771	2,711
Montrose	26.6	.0112	32.3	9.2	16.4	20.0	25.6	9.7	130,501	32,820	9,125	11,570	5,694	25,864	3,280
Morgan	23.4	.0098	31.4	11.0	16.3	17.3	26.8	8.6	140,357	36,391	11,279	14,892	4,454	27,438	2,794
Otero	21.6	.0091	32.4	10.1	14.6	16.7	29.5	8.1	87,537	23,234	7,468	14,820	5,790	9,416	2,434
Ouray	2.2	.0009	33.7	6.7	19.7	20.9	26.5	.7	6,868	885	2,252	160	69	94	118
Park	7.0	.0029	30.5	7.0	25.1	21.6	17.0	2.6	9,987	1,925	2,141	1,139	115	863	218
Phillips	4.5	.0019	36.6	8.4	13.9	17.1	34.9	1.8	23,659	6,222	1,016	701		10,583	853
Pitkin	11.7	.0049	30.2	14.3	37.2	22.3	9.9	5.2	171,667	19,921	44,298	64	10,957	1,555	12,451
Prowers	13.8	.0056	30.5	10.9	15.9	16.8	26.1	5.2	93,517	20,527	8,883	4,940	3,926	15,861	2,987
Rio Blanco	6.7	.0028	28.0	14.6	18.4	18.7	18.5	2.4	24,324	10,089	2,280	100	685	2,498	539
Rio Grande	10.9	.0046	31.8	10.1	15.4	17.9	27.1	3.6	52,697	17,022	2,391	1,905	3,082	7,093	3,537
Routt	15.7	.0066	28.8	13.5	32.2	18.0	11.9	5.9	94,473	21,614	13,512	495	5,145	7,568	2,563
Saguache	3.9	.0016	31.1	10.5	15.6	16.5	27.4	1.4	7,349	1,661	415		73	2,380	
San Juan	1.0	.0004	28.0	11.7	27.4	16.9	13.8	.4	5,954	453	1,328				877
San Miguel	3.6	.0016	29.3	10.1	35.6	17.5	12.3	1.4	12,607	3,794	2,733	654	252	76	185
Sedgwick	3.2	.0013	38.0	8.1	12.9	17.2	36.3	1.4	20,083	4,199	890	135	788	7,739	1,658
Summit	11.1	.0047	27.9	19.5	38.4	16.0	6.9	4.6	145,758	29,220	29,720	248	5,673	7,034	3,327
Teller	11.0	.0046	31.7	7.4	21.8	22.4	20.4	4.0	40,307	14,153	4,928	1,837	1,082	1,389	420
Washington	5.3	.0022	35.3	8.8	14.8	17.4	33.0	2.0	19,709	5,082	1,712	1,714	216	3,080	1,139
Yuma	9.9	.0042	33.7	8.7	15.2	17.8	30.2	3.9	56,106	16,351	2,426	2,800	1,644	12,364	1,109
TOTAL METRO COUNTIES	**2,606.7**	**1.0939**	**29.9**	**13.6**	**21.2**	**19.3**	**19.8**	**1,010.1**	**16,565,508**	**3,477,778**	**1,722,179**	**1,962,584**	**1,119,382**	**3,218,962**	**379,786**
TOTAL STATE	**3,224.7**	**1.3534**	**30.0**	**13.3**	**20.9**	**19.1**	**20.5**	**1,240.8**	**20,340,451**	**4,382,370**	**2,125,754**	**2,191,569**	**1,270,831**	**3,828,607**	**504,901**

COLO.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BOULDER - LONGMONT	**2,658,414**	**28,440**	**20.0**	**30.9**	**20.6**	**15.8**	**.1033**
Boulder	2,658,414	28,440	20.0	30.9	20.6	15.8	.1033
• Boulder	964,249	24,549	23.7	28.4	16.6	15.0	.0445
• Longmont	560,555	27,962	19.6	37.1	21.4	9.9	.0233
SUBURBAN TOTAL	1,133,610	32,264	16.6	29.4	24.1	20.2	.0355
COLORADO SPRINGS	**3,550,079**	**23,694**	**26.1**	**32.8**	**17.1**	**9.4**	**.1455**
El Paso	3,550,079	23,694	26.1	32.8	17.1	9.4	.1455
• Colorado Springs	2,648,896	23,322	26.1	32.1	16.6	9.5	.1155
SUBURBAN TOTAL	901,183	24,889	26.0	35.0	18.6	9.2	.0300

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
DENVER	**21,271,385**	**29,984**	**18.3**	**30.1**	**22.9**	**17.1**	**.8008**
Adams	3,037,846	28,865	18.9	35.8	24.0	11.3	.1210
Thornton	491,442	29,699	16.8	39.4	25.9	9.3	.0222
Westminster	680,[illegible]39	31,244	15.3	36.6	29.3	11.0	.0240
Arapahoe	5,432,091	34,214	15.2	29.2	25.9	22.5	.2015
Aurora	2,515,220	31,655	16.5	34.3	26.5	15.4	.0966
Denver	6,176,925	23,063	24.1	30.0	16.2	11.0	.2431
• Denver	6,176,925	23,063	24.1	30.0	16.2	11.0	.2431
Douglas	501,331	41,562	8.7	22.5	28.2	35.6	.0146

SS EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

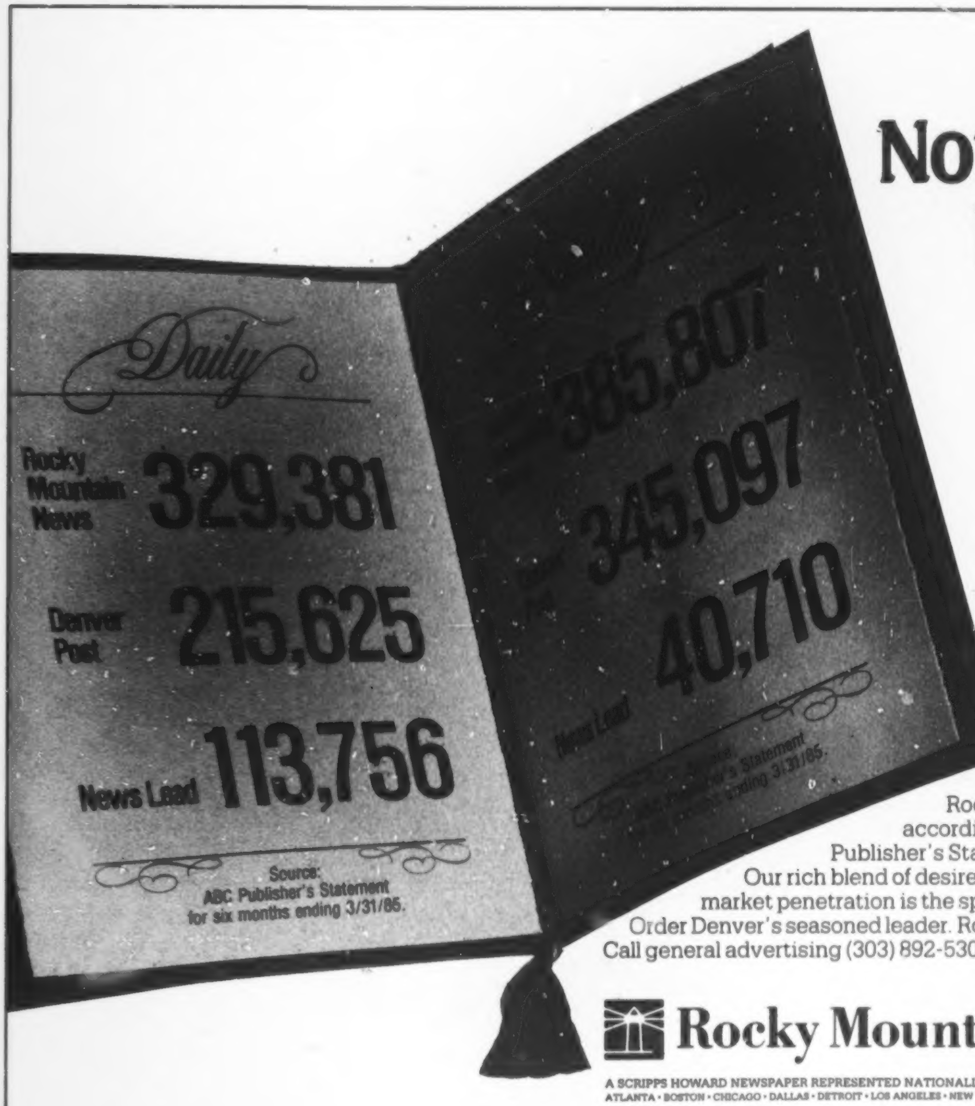
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: A	B	C	D	Buying Power Index
Jefferson	6,123,192	35,624	13.1	28.4	28.3	23.1	.2206
Arvada	1,246,357	36,427	12.0	28.1	32.5	21.0	.0407
Lakewood	1,780,840	34,561	14.3	29.2	26.3	22.9	.0761
SUBURBAN TOTAL	15,094,460	33,528	15.1	30.3	26.4	20.4	.5577
DENVER - BOULDER CONSOLIDATED AREA	***23,929,799***	***29,800***	***18.5***	***30.2***	***22.6***	***17.0***	***.9041***
FORT COLLINS - LOVELAND	**1,816,828**	**24,173**	**24.1**	**32.3**	**18.3**	**9.5**	**.0715**
Larimer	1,816,828	24,173	24.1	32.3	18.3	9.5	.0715
• Fort Collins	749,427	22,346	25.6	29.5	17.1	9.0	.0345
• Loveland	378,444	24,438	23.9	33.5	19.0	8.2	.0155
SUBURBAN TOTAL	688,957	26,050	22.6	34.9	19.3	10.8	.0215
GREELEY	**1,255,025**	**22,249**	**25.1**	**33.6**	**15.0**	**7.0**	**.0488**
Weld	1,255,025	22,249	25.1	33.6	15.0	7.0	.0488
• Greeley	538,187	20,549	25.9	29.9	14.0	7.3	.0244
SUBURBAN TOTAL	716,838	23,400	24.5	36.4	15.8	6.8	.0244
PUEBLO	**1,153,396**	**21,281**	**25.1**	**30.4**	**15.0**	**7.5**	**.0473**
Pueblo	1,153,396	21,281	25.1	30.4	15.0	7.5	.0473
• Pueblo	927,121	20,560	25.5	29.4	14.6	7.3	.0398
SUBURBAN TOTAL	226,275	24,263	23.5	34.9	16.8	6.6	.0075

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: A	B	C	D	Buying Power Index
OTHER COUNTIES							
Alamosa	101,065	17,795	28.2	28.7	10.1	6.0	.0051
Archuleta	37,359	17,706	28.7	29.9	8.6	5.6	.0017
Baca	27,562	11,548	34.2	16.5	5.2	1.7	.0018
Bent	41,312	16,282	37.4	26.1	7.8	3.4	.0017
Chaffee	123,419	21,888	27.3	35.6	14.0	5.0	.0055
Cheyenne	17,909	16,621	32.4	29.3	7.3	4.3	.0008
Clear Creek	75,863	23,297	24.2	40.3	15.6	5.7	.0028
Conejos	34,445	11,607	38.3	16.5	2.5	.3	.0016
Costilla	17,359	11,565	32.0	17.9	3.5	3.4	.0008
Crowley	19,775	13,596	37.4	22.3	4.4	2.2	.0007
Custer	9,856	14,455	35.1	26.0	4.5	1.2	.0004
Delta	197,417	17,341	31.1	27.0	12.0	4.7	.0081
Dolores	12,789	19,154	25.2	32.3	11.7	4.2	.0006
Eagle	239,136	31,898	15.0	32.3	25.5	18.0	.0108
Elbert	75,705	23,589	24.5	29.4	19.2	8.7	.0022
Fremont	248,677	17,266	29.4	30.5	8.5	3.6	.0099
Garfield	288,525	27,053	21.5	30.7	21.9	11.1	.0133
Gilpin	30,587	24,970	20.2	40.9	15.5	6.3	.0010



Nouveau Reach

The numbers are
new and Denver's
main course
is still the
Rocky Mountain News
according to the latest ABC
Publisher's Statement.
Our rich blend of desired demographics and
market penetration is the specialty of the house.
Order Denver's seasoned leader. Rocky Mountain News.
Call general advertising (303) 892-5304.

Rocky Mountain News

A SCRIPPS HOWARD NEWSPAPER REPRESENTED NATIONALLY BY STORY & KELLY-SMITH, INC.
ATLANTA • BOSTON • CHICAGO • DALLAS • DETROIT • LOS ANGELES • NEW YORK • PHILADELPHIA • SAN FRANCISCO

COLO. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Grand	96,092	25,029	22.1	39.0	16.6	7.9	.0040
Gunnison	115,455	23,656	23.1	31.5	15.5	10.9	.0048
Hinsdale	5,741	23,625	25.0	36.5	14.0	10.5	.0003
Huerfano	46,157	13,956	31.7	23.1	8.0	3.0	.0023
Jackson	15,378	20,192	29.8	38.9	8.1	3.7	.0006
Kiowa	16,835	20,353	27.6	29.7	12.7	8.4	.0007
Kit Carson	60,517	18,524	27.6	31.5	10.1	4.2	.0029
Lake	74,972	28,432	19.2	40.7	23.5	6.3	.0028
La Plata	314,042	23,165	25.9	30.3	16.5	9.9	.0135
Las Animas	100,261	15,122	29.4	25.7	9.2	2.3	.0041
Lincoln	38,003	17,957	29.9	30.0	9.3	5.2	.0026
Logan	176,116	20,225	28.7	33.6	11.8	5.3	.0080
Mesa	984,608	25,000	22.9	31.1	19.1	11.0	.0437
Mineral	8,068	23,545	23.7	33.6	17.0	9.7	.0002
Moffat	161,220	27,167	19.1	40.4	21.3	7.5	.0070
Montezuma	163,696	21,671	25.9	29.6	17.8	6.9	.0076
Montrose	262,348	23,629	25.5	35.4	15.3	9.0	.0102
Morgan	207,407	20,916	27.9	31.2	14.8	6.5	.0094
Otero	156,603	16,093	31.7	27.2	8.7	3.1	.0068

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Ouray	15,925	19,000	29.1	30.3	9.3	7.3	.0007
Park	72,101	25,942	21.4	34.0	20.2	9.4	.0022
Phillips	40,973	18,491	29.9	28.4	10.8	6.6	.0016
Pitkin	162,319	26,614	25.7	31.7	16.4	14.9	.0082
Prowers	109,744	17,710	28.0	28.7	10.2	5.0	.0055
Rio Blanco	79,763	31,760	16.5	30.3	28.5	14.1	.0025
Rio Grande	100,244	23,787	21.1	28.6	19.1	10.8	.0042
Routt	175,309	27,632	20.1	36.8	21.0	11.3	.0069
Saguache	27,940	16,022	33.3	23.8	9.4	4.5	.0010
San Juan	9,218	21,750	27.2	36.4	15.0	3.3	.0004
San Miguel	28,652	18,367	30.3	34.2	7.6	4.3	.0011
Sedgwick	28,390	17,786	35.6	29.9	8.4	3.4	.0014
Summit	150,556	29,682	18.7	35.0	22.9	14.9	.0072
Teller	86,469	19,477	30.2	32.7	12.0	3.6	.0035
Washington	47,677	21,766	26.0	34.3	13.7	6.2	.0018
Yuma	89,987	18,643	28.3	27.5	13.1	6.2	.0039
TOTAL METRO COUNTIES	**31,705,127**	**27,748**	**20.4**	**30.9**	**20.9**	**14.6**	**1.2172**
TOTAL STATE	**37,532,673**	**26,549**	**21.4**	**31.0**	**19.8**	**13.3**	**1.4696**

CONNECTICUT

CONN.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**815.1**	**.3421**	**34.8**	**9.9**	**15.5**	**21.0**	**28.7**	**290.2**	**5,873,912**	**1,111,608**	**528,306**	**665,027**	**285,953**	**1,130,176**	**147,118**
Fairfield	815.1	.3421	34.8	9.9	15.5	21.0	28.7	290.2	5,873,912	1,111,608	528,306	665,027	285,953	1,130,176	147,118
• Bridgeport	141.7	.0595	31.7	12.8	16.5	15.1	29.4	53.1	688,968	147,745	61,685	64,064	35,832	111,403	23,396
• Danbury	63.4	.0266	31.9	11.8	18.7	19.6	24.6	22.6	660,626	114,967	53,915	74,572	34,429	134,071	8,709
Fairfield	53.1	.0223	37.2	12.2	13.1	20.2	32.9	18.0	473,335	90,605	48,329	50,546	25,895	97,631	13,078
Greenwich	58.4	.0245	39.4	8.0	13.2	22.4	34.5	21.6	533,555	75,656	50,247	23,104	19,845	189,026	9,418
• Norwalk	78.0	.0327	33.8	10.6	18.1	20.4	27.4	29.1	706,422	155,253	52,261	56,932	38,252	136,213	5,415
• Stamford	101.6	.0426	35.4	9.6	17.3	20.2	30.4	38.9	832,105	129,820	67,142	178,455	46,271	122,000	19,896
Stratford	50.2	.0211	39.1	9.2	14.6	17.6	37.5	18.8	263,012	50,861	30,742	15,761	10,788	58,281	11,015
SUBURBAN TOTAL	430.4	.1807	36.4	8.8	13.7	23.4	28.9	146.5	2,985,791	563,823	293,303	261,004	131,169	626,489	89,702

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

Irresistible Wealth

Fairfield County, Connecticut:
☐ #1 EBI per capita in the U.S.
2nd highest total airline ticket sales per household in the N.Y. ADI.
☐ #3 home of Fortune 500 companies.
The wealth is irresistible.

The FCD Network:
☐ The most cost efficient vehicle to reach it.
☐ 50.2% household penetration.

Call Landon's Bob Keim for details.
(212) 867-1112.

FAIRFIELD COUNTY DAILIES
FCD
one order / one bill / at a discount

The Hour
The Bridgeport Post
Greenwich Time
The ADVOCATE
Schools study racial balance

81% coverage of Hartford Metro adults on Sunday and 63% daily

If it's in The Courant, it's on their minds.

The Hartford Courant

Making you memorable.

The Hartford Courant, 285 Broad Street, Hartford, Connecticut 06115 (203) 241-6270; 1-800-524-4242; TWX: 710-425-8921.
Represented by Times Mirror National Marketing.

CONN. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**1,060.7**	**.4451**	**33.0**	**12.0**	**17.4**	**19.1**	**27.5**	**387.8**	**6,720,220**	**1,309,633**	**676,444**	**713,703**	**300,214**	**1,334,237**	**247,912**
Hartford	804.4	.3375	33.6	11.4	16.9	18.9	28.8	298.8	5,473,827	1,025,018	557,520	582,552	258,173	1,088,958	201,114
• Bristol	58.0	.0243	32.3	12.1	17.5	18.4	26.9	21.5	426,587	81,673	26,356	36,271	21,299	138,491	14,872
East Hartford	51.1	.0214	33.7	12.8	17.6	18.1	29.6	20.0	456,786	65,306	34,610	32,996	8,213	129,794	12,882
Enfield	41.5	.0174	31.4	11.7	16.3	22.0	22.1	13.3	355,667	54,496	29,150	86,576	18,139	45,994	10,506
• Hartford	133.3	.0559	29.3	15.3	17.6	15.3	24.7	51.6	674,001	88,865	129,216	71,175	37,102	108,850	34,054
Manchester	48.3	.0203	33.9	10.6	18.5	17.7	30.2	18.5	431,590	95,738	34,694	53,365	13,501	104,945	10,824
• New Britain	71.2	.0299	33.6	15.3	17.2	13.8	33.8	28.6	282,048	59,819	29,519	23,220	8,051	64,319	15,525
West Hartford	59.1	.0248	42.4	8.4	13.4	18.0	41.1	23.4	573,292	95,093	45,973	96,567	47,520	65,709	18,730
Middlesex	135.1	.0567	33.3	10.8	18.2	19.7	27.2	49.9	772,662	147,525	78,895	85,727	33,224	167,883	30,273
• Middletown	39.4	.0165	31.6	15.5	18.5	16.9	26.9	14.8	245,245	46,839	24,881	44,279	12,097	46,142	12,650
Tolland	121.2	.0509	29.3	17.5	18.9	19.7	19.6	39.1	473,731	137,090	40,029	45,424	8,817	77,396	16,525
SUBURBAN TOTAL	758.8	.3185	33.8	11.0	17.1	20.4	27.5	271.3	5,092,339	1,032,437	466,472	538,758	221,665	976,435	170,811
NEW HAVEN - WATERBURY - MERIDEN	**769.5**	**.3229**	**33.5**	**11.6**	**16.9**	**17.9**	**29.5**	**282.4**	**4,510,941**	**966,465**	**443,069**	**549,861**	**199,830**	**810,535**	**135,126**
New Haven	769.5	.3229	33.5	11.6	16.9	17.9	29.5	282.4	4,510,941	966,465	443,069	549,861	199,830	810,535	135,126
Hamden	51.0	.0214	37.7	12.4	15.1	16.6	36.5	19.2	380,947	72,502	33,727	68,378	9,927	73,408	12,485
• Meriden	58.0	.0243	33.0	11.2	17.8	17.1	29.3	22.0	300,585	47,120	20,842	29,120	16,547	69,628	10,249
• Milford	51.5	.0216	33.2	10.6	18.1	19.4	27.3	18.3	416,280	82,844	46,975	35,438	35,205	79,617	7,980
• New Haven	123.8	.0520	30.0	16.9	19.1	14.1	26.3	47.3	523,635	88,043	84,274	75,831	28,890	61,274	19,122
• Waterbury	102.7	.0431	34.3	11.4	15.6	15.8	33.2	38.9	718,061	165,451	55,270	111,776	23,986	94,416	19,814
West Haven	53.3	.0224	33.8	12.3	18.9	16.8	30.8	20.8	233,513	60,879	32,503	17,574	8,337	46,504	7,981
SUBURBAN TOTAL	433.5	.1819	34.6	10.3	16.5	19.5	29.8	155.9	2,552,380	583,007	235,708	297,696	95,202	505,600	77,961

New England's 2nd ADI

HARTFORD/NEW HAVEN ADI MEDIA FACTS

THE HARTFORD-NEW HAVEN ADI
NEW HAVEN PMA
New Haven— The 5th hottest market nationwide*
*According to the Adweek growth index.

FACT 1 You can't cover the Hartford/New Haven ADI without buying the New Haven Primary Market Area (PMA).

FACT 2 The New Haven PMA covers 31 cities and towns with 496,000 adults 18 +.

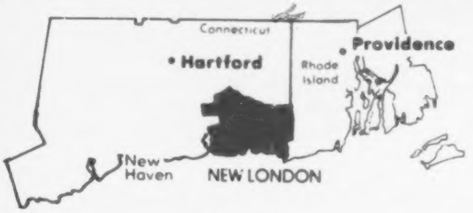
FACT 3 The Register and/or Journal-Courier reaches 50% of all adults in the PMA every day...and the Sunday Register reaches 68% of all adults.

New Haven Register Journal-Courier

Represented nationally by Sawyer-Ferguson-Walker Company Source: New Haven CMS conducted by Belden Associates, 1983

The Day

covers the third most affluent metro area in New England



The New London NECMA has a median household EBI of $29,487 ranking it 3rd in New England and 21st nationally.

The Day reaches the majority of adults in the New London NECMA

	Daily Readers	% Coverage
Adults	87,900	50.0
Aged 18-49	57,400	50.3
Employed	55,400	51.2
Graduated College	16,300	55.1
H/H Income $35,000 +	26,500	55.9

CALL
Barbara Deslandes
(203) 442-2200 for
further details.

Sources: 1983, Scarborough National Newspaper Audience Ratings Study
S&MM's, 1984 Survey of Buying Power

Represented nationally by
Branham Newspaper Sales

CONN. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
NEW LONDON - NORWICH	**248.8**	**.1044**	**30.6**	**14.9**	**17.7**	**17.9**	**24.4**	**88.0**	**1,449,892**	**281,396**	**145,476**	**109,961**	**63,987**	**353,427**	**40,001**
New London	248.8	.1044	30.6	14.9	17.7	17.9	24.4	88.0	1,449,892	281,396	145,476	109,961	63,987	353,427	40,001
Groton (town)	42.3	.0178	26.6	20.9	20.9	14.7	17.9	13.7	274,903	49,273	36,312	29,588	10,941	44,291	6,538
• New London	28.8	.0121	27.7	25.8	16.1	12.3	25.9	10.8	281,527	26,190	22,677	39,087	17,654	96,811	7,256
• Norwich	39.0	.0164	32.4	13.5	16.6	15.8	29.9	15.1	325,510	70,926	20,394	17,892	18,803	111,806	9,748
SUBURBAN TOTAL	181.0	.0759	30.7	13.5	18.2	19.3	22.9	62.1	842,855	184,280	102,405	52,982	27,530	144,810	22,997
OTHER COUNTIES															
Litchfield	162.8	.0684	34.3	9.1	16.9	19.7	29.2	59.7	794,535	207,512	65,663	43,782	25,491	197,648	23,635
Windham	95.9	.0402	31.5	12.0	16.9	17.8	26.4	34.2	415,651	100,698	38,905	19,083	13,775	93,480	16,177
TOTAL METRO COUNTIES	**2,894.1**	**1.2145**	**33.4**	**11.6**	**16.7**	**19.2**	**28.1**	**1,048.4**	**18,554,965**	**3,669,102**	**1,793,295**	**2,038,552**	**849,984**	**3,628,375**	**570,157**
TOTAL STATE	**3,152.8**	**1.3231**	**33.4**	**11.5**	**16.8**	**19.2**	**28.1**	**1,142.3**	**19,765,151**	**3,977,312**	**1,897,863**	**2,101,417**	**889,250**	**3,919,503**	**609,969**

"We get you the business!"

with the largest daily and Sunday newspaper circulation in affluent Fairfield County... a top-50 market; 2nd in the United States in Median Household Effective Buying Income.

BRIDGEPORT CONNECTICUT
POST TELEGRAM

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

Call Paul Ward, (Bridgeport Post) 203-333-0161
or Bob Keim, (Landon-NYC) 212 867-1112

central connecticut newspaper network

ccnn

REACHING THE AFFLUENT PART OF THE HARTFORD/NEW HAVEN ADI

FOOD SALES DOMINANCE—over $2.9 billion in Food Sales—#2 ADI in New England

CCNN—reaches over 192,000 (21.2%) ADI principal food shoppers

BUYING POWER AFFLUENCE—#1 New England ADI in average household Effective Buying Income—$32,785

CCNN—One order—one buy—discount rate

Bristol Press • Manchester Herald • Manchester Journal-Inquirer • Middletown Press
New Britain Herald • Torrington Register Citizen

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

CONN.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BRIDGEPORT - STAMFORD -							
NORWALK - DANBURY	**13,532,590**	**39,223**	**13.1**	**21.4**	**20.6**	**35.7**	**.4669**
Fairfield	13,532,590	39,223	13.1	21.4	20.6	35.7	.4669
• Bridgeport	1,495,549	24,242	21.9	28.3	18.0	12.2	.0569
• Danbury	851,956	34,409	16.0	25.1	24.1	24.9	.0371
Fairfield	911,664	43,996	11.1	19.5	21.8	41.6	.0331
Greenwich	1,397,339	49,960	9.7	17.1	17.2	50.0	.0444
• Norwalk	1,216,190	37,500	13.4	23.4	22.3	31.7	.0465
• Stamford	1,749,321	38,368	14.3	21.6	19.9	34.8	.0617
Stratford	737,039	36,616	13.5	24.3	25.7	27.4	.0246
SUBURBAN TOTAL	8,219,574	47,644	9.0	17.9	20.6	47.0	.2647
HARTFORD - NEW BRITAIN -							
MIDDLETOWN - BRISTOL	**14,329,931**	**33,599**	**15.4**	**27.0**	**24.3**	**23.1**	**.5225**
Hartford	11,093,732	33,570	15.6	26.6	23.6	23.7	.4094
• Bristol	750,429	32,121	15.9	31.1	25.0	19.1	.0293
East Hartford	680,418	32,229	16.2	30.1	25.4	18.5	.0281
Enfield	513,635	38,181	11.5	23.9	33.8	24.3	.0217
• Hartford	1,267,156	19,848	26.9	27.3	14.0	8.3	.0514
Manchester	683,124	33,818	14.6	30.6	25.6	21.7	.0273
• New Britain	863,854	26,574	20.8	31.1	20.3	13.0	.0293
West Hartford	1,108,912	40,580	13.1	21.4	20.7	37.3	.0397
Middlesex	1,805,548	33,633	14.8	28.2	26.1	21.2	.0642
• Middletown	475,418	28,767	19.2	29.7	22.6	15.9	.0182
Tolland	1,430,651	33,747	14.4	29.5	26.9	20.4	.0489
SUBURBAN TOTAL	10,973,074	37,144	12.4	26.1	26.6	27.7	.3943
NEW HAVEN - WATERBURY -							
MERIDEN	**10,056,105**	**32,071**	**16.3**	**26.5**	**23.2**	**21.6**	**.3642**
New Haven	10,056,105	32,071	16.3	26.5	23.2	21.6	.3642
Hamden	735,964	34,623	15.6	25.3	24.8	24.5	.0274
• Meriden	748,273	31,168	17.4	29.9	23.8	18.4	.0263
• Milford	738,346	38,685	10.4	24.9	29.4	28.3	.0283
• New Haven	1,265,308	21,029	23.9	26.7	15.3	10.1	.0471
• Waterbury	1,150,815	25,992	20.8	27.9	19.5	13.8	.0476
West Haven	670,055	29,833	17.8	29.3	23.2	16.8	.0229
SUBURBAN TOTAL	6,153,363	36,254	13.5	25.7	25.6	26.7	.2149
NEW LONDON - NORWICH	**3,211,271**	**32,220**	**16.0**	**29.0**	**23.5**	**21.0**	**.1167**
New London	3,211,271	32,220	16.0	29.0	23.5	21.0	.1167
Groton (town)	531,941	30,784	16.9	34.2	21.6	19.5	.0202
• New London	334,137	24,413	21.9	29.3	17.9	12.1	.0154
• Norwich	460,125	27,442	20.0	30.1	20.6	13.7	.0197
SUBURBAN TOTAL	2,417,009	34,718	14.0	28.7	25.2	24.3	.0816
OTHER COUNTIES							
Litchfield	2,233,579	33,528	15.8	27.9	25.2	21.9	.0755
Windham	1,077,506	28,563	19.9	30.2	22.5	14.7	.0385
TOTAL METRO COUNTIES	**41,129,897**	**34,348**	**15.1**	**25.5**	**22.8**	**26.0**	**1.4703**
TOTAL STATE	**44,440,982**	**34,107**	**15.2**	**25.8**	**23.0**	**25.4**	**1.5843**

DELAWARE

DEL.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
WILMINGTON	**535.6**	**.2249**	**31.6**	**12.5**	**17.0**	**19.0**	**25.1**	**189.3**	**3,176,504**	**396,777**	**348,822**	**434,822**	**152,255**	**713,941**	**102,935**
New Castle	403.1	.1692	31.4	13.3	17.2	19.0	24.8	143.2	2,648,031	494,549	205,008	407,643	135,054	591,713	87,965
• Wilmington	68.7	.0288	32.9	10.6	16.3	15.3	31.4	26.8	479,079	44,522	45,053	16,192	21,801	142,477	28,861
Cecil, Md.	*65.0*	*.0273*	*31.1*	*10.3*	*16.9*	*19.7*	*23.8*	*21.9*	*303,775*	*54,512*	*24,423*	*14,635*	*6,346*	*70,629*	*6,891*
Salem, N. J.	*67.5*	*.0284*	*32.8*	*10.0*	*15.9*	*18.4*	*28.1*	*24.2*	*224,692*	*47,716*	*19,391*	*12,544*	*10,855*	*51,599*	*8,079*
SUBURBAN TOTAL	466.9	.1961	31.4	12.8	17.0	19.5	24.3	162.5	2,697,425	552,255	203,769	418,630	130,454	571,464	74,074
OTHER COUNTIES															
Kent	105.0	.0441	29.3	14.0	17.4	19.2	20.8	35.7	625,170	113,587	43,685	92,445	17,631	155,236	16,941
Sussex	106.9	.0449	34.1	10.2	15.5	17.7	30.9	39.0	608,375	127,521	67,734	42,855	30,734	85,706,	22,492
TOTAL METRO COUNTIES	**403.1**	**.1692**	**31.4**	**13.3**	**17.2**	**19.0**	**24.8**	**143.2**	**2,648,031**	**494,549**	**205,008**	**407,643**	**135,054**	**591,713**	**87,965**
TOTAL STATE	**615.0**	**.2582**	**31.5**	**12.9**	**17.0**	**18.8**	**25.2**	**217.9**	**3,881,576**	**735,657**	**316,427**	**542,943**	**183,419**	**832,655**	**127,398**

DEL.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
WILMINGTON	**6,424,554**	**30,873**	**17.4**	**27.9**	**23.2**	**19.1**	**.2430**
New Castle	4,919,054	31,210	17.0	27.7	23.1	19.8	.1906
• Wilmington	661,184	19,331	26.1	25.3	14.2	9.1	.0297
Cecil, Md.	*631,725*	*26,603*	*21.0*	*34.9*	*21.3*	*9.3*	*.0247*
Salem, N. J.	*873,775*	*34,521*	*16.5*	*22.9*	*25.6*	*23.7*	*.0277*
SUBURBAN TOTAL	5,763,370	32,633	15.9	28.5	24.7	20.7	.2133

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Kent	999,063	24,355	24.7	31.2	19.5	9.3	.0427
Sussex	978,876	21,951	26.7	32.2	16.0	7.0	.0420
TOTAL METRO COUNTIES	**4,919,054**	**31,210**	**17.0**	**27.7**	**23.1**	**19.8**	**.1906**
TOTAL STATE	**6,896,993**	**28,023**	**19.9**	**29.2**	**21.2**	**15.8**	**.2753**

DISTRICT OF COLUMBIA

D.C.
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
WASHINGTON	**3,425.9**	**1.4378**	**31.3**	**11.9**	**20.4**	**21.7**	**20.7**	**1,261.6**	**22,858,033**	**4,301,898**	**2,302,682**	**2,859,461**	**1,353,419**	**5,238,319**	**813,380**
District of Columbia	618.1	.2594	32.6	13.8	20.2	18.4	26.8	250.1	3,023,586	520,038	653,950	280,114	172,599	173,793	146,604
• Washington	618.1	.2594	32.6	13.8	20.2	18.4	26.8	250.1	3,023,586	520,038	653,950	280,114	172,599	173,793	146,604
Calvert, Md.	*41.0*	*.0172*	*30.3*	*9.2*	*18.6*	*20.1*	*21.2*	*13.2*	*101,011*	*32,310*	*13,072*	*6,321*	*1,851*	*14,224*	*3,873*
Charles, Md.	*84.3*	*.0354*	*28.4*	*10.5*	*18.2*	*22.4*	*15.6*	*25.6*	*297,984*	*81,328*	*23,842*	*11,328*	*9,615*	*59,833*	*36,737*
Frederick, Md.	*129.1*	*.0542*	*30.8*	*11.2*	*19.1*	*20.2*	*21.7*	*43.0*	*697,809*	*152,172*	*58,866*	*93,399*	*26,728*	*155,725*	*15,147*
• Frederick	*32.5*	*.0136*	*31.7*	*13.8*	*20.2*	*15.2*	*28.1*	*12.6*	*486,002*	*122,268*	*37,656*	*77,247*	*18,661*	*104,136*	*10,924*
Montgomery, Md.	*615.0*	*.2581*	*33.4*	*10.1*	*18.4*	*22.4*	*24.5*	*228.8*	*5,107,390*	*925,918*	*378,590*	*687,123*	*358,232*	*1,274,928*	*155,147*
Rockville	*45.2*	*.0190*	*31.3*	*11.0*	*18.8*	*23.0*	*20.0*	*15.5*	*638,813*	*116,599*	*54,511*	*40,974*	*68,572*	*180,216*	*12,961*
Prince George's, Md.	*671.9*	*.2820*	*29.2*	*14.2*	*20.6*	*21.0*	*17.0*	*235.2*	*4,784,137*	*977,299*	*386,668*	*639,376*	*241,231*	*1,153,178*	*151,887*
Alexandria city, Va.	*107.0*	*.0449*	*32.4*	*12.2*	*28.1*	*19.4*	*23.4*	*52.2*	*968,529*	*124,627*	*102,733*	*157,317*	*51,740*	*329,012*	*26,702*
Alexandria	*107.0*	*.0449*	*32.4*	*12.2*	*28.1*	*19.4*	*23.4*	*52.2*	*968,529*	*124,627*	*102,733*	*157,317*	*51,740*	*329,012*	*26,702*
Arlington, Va.	*152.2*	*.0638*	*33.3*	*13.7*	*25.9*	*19.0*	*26.6*	*71.7*	*1,052,830*	*183,001*	*136,353*	*80,287*	*59,533*	*362,116*	*53,411*
• Arlington	*152.2*	*.0638*	*33.3*	*13.7*	*25.9*	*19.0*	*26.6*	*71.7*	*1,052,830*	*183,001*	*136,353*	*80,287*	*59,533*	*362,116*	*53,411*
Fairfax, Va.	*668.4*	*.2805*	*31.5*	*10.0*	*19.8*	*25.5*	*17.6*	*236.6*	*4,384,937*	*828,257*	*365,598*	*615,163*	*306,718*	*1,009,009*	*146,738*
Fairfax city, Va.	*19.7*	*.0083*	*31.2*	*13.9*	*19.8*	*21.8*	*20.7*	*7.1*	*635,803*	*72,260*	*48,574*	*124,461*	*47,204*	*201,220*	*21,741*
Fairfax	*19.7*	*.0083*	*31.2*	*13.9*	*19.8*	*21.8*	*20.7*	*7.1*	*635,803*	*72,260*	*48,574*	*124,461*	*47,204*	*201,220*	*21,741*
Falls Church city, Va.	*9.1*	*.0038*	*36.6*	*9.1*	*20.9*	*20.8*	*31.8*	*4.2*	*247,418*	*24,865*	*14,763*	*51,792*	*10,151*	*97,333*	*6,994*
Falls Church	*9.1*	*.0038*	*36.6*	*9.1*	*20.9*	*20.8*	*31.8*	*4.2*	*247,418*	*24,865*	*14,763*	*51,792*	*10,151*	*97,333*	*6,994*
Loudoun, Va.	*66.4*	*.0279*	*30.6*	*8.7*	*19.9*	*24.1*	*17.1*	*21.8*	*315,584*	*108,503*	*18,728*	*14,002*	*15,581*	*55,785*	*16,073*
Manassas city, Va.	*17.1*	*.0072*	*28.4*	*11.3*	*23.7*	*19.5*	*14.8*	*5.7*	*240,465*	*47,127*	*14,944*	*14,068*	*6,354*	*102,676*	*4,290*
Manassas	*17.1*	*.0072*	*28.4*	*11.3*	*23.7*	*19.5*	*14.8*	*5.7*	*240,465*	*47,127*	*14,944*	*14,068*	*6,354*	*102,676*	*4,290*
Manassas Park city, Va.	*6.7*	*.0028*	*25.3*	*13.3*	*21.1*	*18.7*	*10.8*	*2.0*	*14,117*	*7,126*	*1,051*		*644*	*2,479*	*1,117*
Manassas Park	*6.7*	*.0028*	*25.3*	*13.3*	*21.1*	*18.7*	*10.8*	*2.0*	*14,117*	*7,126*	*1,051*		*644*	*2,479*	*1,117*
Prince William, Va.	*170.9*	*.0717*	*27.4*	*11.3*	*21.9*	*24.0*	*9.3*	*49.8*	*830,502*	*163,473*	*69,190*	*74,553*	*44,246*	*212,494*	*26,018*
Stafford, Va.	*49.0*	*.0206*	*29.3*	*11.0*	*19.0*	*22.7*	*16.4*	*14.6*	*155,931*	*53,594*	*15,754*	*10,357*	*992*	*24,514*	*911*
SUBURBAN TOTAL	2,623.1	1.1010	30.8	11.3	20.1	22.8	18.8	927.2	18,295,615	3,476,591	1,474,723	2,422,013	1,102,626	4,588,274	602,441
TOTAL METRO COUNTIES	**618.1**	**.2594**	**32.6**	**13.8**	**20.2**	**18.4**	**26.8**	**250.1**	**3,023,586**	**520,038**	**653,950**	**280,114**	**172,599**	**173,793**	**146,604**
TOTAL STATE	**618.1**	**.2594**	**32.6**	**13.8**	**20.2**	**18.4**	**26.8**	**250.1**	**3,023,586**	**520,038**	**653,950**	**280,114**	**172,599**	**173,793**	**146,604**

People Sale

We've got them. Over 1.5 million Washington Post readers daily. Close to 1.8 million on Sunday.

It's the biggest, richest audience in Metro Washington.

We deliver

For more information, please call Nick Cannistraro, Vice President, Marketing and Advertising, 202/334-7700.

The best-selling newspaper in Virginia, Maryland and the District of Columbia

The Washington Metro Area (MSA) is more than the District of Columbia. It includes 42% of Maryland's buying income and 33% of Virginia's.
Source: S&MM "Survey of Buying Power" July 1985

The Washington Post

D.C.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group A ($10,000–$19,999)	B ($20,000–$34,999)	C ($35,000–$49,999)	D ($50,000 & Over)	Buying Power Index
WASHINGTON	**50,510,907**	**36,093**	**13.6**	**26.2**	**23.8**	**28.8**	**1.7965**
District of Columbia	8,761,998	27,825	18.6	26.9	17.1	21.3	.2919
• Washington	8,761,998	27,825	18.6	26.9	17.1	21.3	.2919
Calvert, Md.	*390,769*	*28,738*	*18.4*	*33.1*	*23.7*	*11.8*	*.0133*
Charles, Md.	*827,830*	*32,019*	*14.9*	*31.5*	*29.3*	*13.6*	*.0300*
Frederick, Md.	*1,303,443*	*28,445*	*19.6*	*33.6*	*23.7*	*11.4*	*.0523*
• Frederick	*338,212*	*24,328*	*23.3*	*33.7*	*19.2*	*7.7*	*.0205*
Montgomery, Md.	*10,295,320*	*41,385*	*11.0*	*23.2*	*22.8*	*37.2*	*.3696*
Rockville	*655,591*	*40,357*	*10.7*	*22.8*	*25.6*	*33.5*	*.0313*
Prince George's, Md.	*8,424,936*	*33,332*	*15.3*	*30.5*	*25.5*	*21.2*	*.3306*
Alexandria city, Va.	*2,021,273*	*33,763*	*14.1*	*30.2*	*21.7*	*26.0*	*.0705*
Alexandria	*2,021,273*	*33,763*	*14.1*	*30.2*	*21.7*	*26.0*	*.0705*
Arlington, Va.	*3,018,930*	*36,611*	*13.5*	*27.0*	*20.5*	*32.0*	*.0957*
• Arlington	*3,018,930*	*36,611*	*13.5*	*27.0*	*20.5*	*32.0*	*.0957*
Fairfax, Va.	*11,409,079*	*45,976*	*8.3*	*20.2*	*24.0*	*43.5*	*.3790*
Fairfax city, Va.	*329,026*	*43,214*	*9.5*	*23.0*	*22.6*	*40.3*	*.0226*
Fairfax	*329,026*	*43,214*	*9.5*	*23.0*	*22.6*	*40.3*	*.0226*
Falls Church city, Va.	*187,903*	*40,458*	*11.0*	*24.3*	*23.1*	*37.1*	*.0102*
Falls Church	*187,903*	*40,458*	*11.0*	*24.3*	*23.1*	*37.1*	*.0102*
Loudoun, Va.	*774,779*	*33,409*	*14.1*	*29.9*	*27.3*	*19.4*	*.0279*
Manassas city, Va.	*210,895*	*34,411*	*12.9*	*27.8*	*33.7*	*19.3*	*.0110*
Manassas	*210,895*	*34,411*	*12.9*	*27.8*	*33.7*	*19.3*	*.0110*
Manassas Park city, Va.	*53,312*	*26,557*	*16.7*	*52.5*	*18.1*	*3.0*	*.0020*
Manassas Park	*53,312*	*26,557*	*16.7*	*52.5*	*18.1*	*3.0*	*.0020*
Prince William, Va.	*1,993,656*	*38,946*	*10.5*	*25.9*	*32.5*	*26.3*	*.0723*
Stafford, Va.	*507,758*	*32,464*	*16.3*	*31.6*	*27.0*	*16.9*	*.0170*
SUBURBAN TOTAL	38,391,767	38,146	12.1	25.9	24.9	30.8	1.3884
TOTAL METRO COUNTIES	**8,761,998**	**27,825**	**18.6**	**26.9**	**17.1**	**21.3**	**.2919**
TOTAL STATE	**8,761,998**	**27,825**	**18.6**	**26.9**	**17.1**	**21.3**	**.2919**

FLORIDA

FLA.
S&MM ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
BRADENTON	**173.6**	**.0729**	**44.9**	**8.1**	**12.6**	**14.1**	**45.9**	**72.9**
Manatee	173.6	.0729	44.9	8.1	12.6	14.1	45.9	72.9
• Bradenton	36.6	.0154	42.8	8.9	13.4	13.3	44.3	15.1
SUBURBAN TOTAL	137.0	.0575	45.6	7.9	12.4	14.5	46.3	57.8
DAYTONA BEACH	**305.7**	**.1283**	**41.2**	**10.5**	**13.2**	**15.1**	**41.6**	**127.8**
Volusia	305.7	.1283	41.2	10.5	13.2	15.1	41.6	127.8
• Daytona Beach	57.2	.0240	35.9	15.8	13.7	13.0	37.9	24.8
SUBURBAN TOTAL	248.5	.1043	42.3	9.3	13.1	15.6	42.4	103.0
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1,142.0**	**.4793**	**40.2**	**9.0**	**15.3**	**16.9**	**39.6**	**478.3**
Broward	1,142.0	.4793	40.2	9.0	15.3	16.9	39.6	478.3
• Fort Lauderdale	154.6	.0649	37.8	11.1	17.7	16.8	36.6	69.9
• Hollywood	124.2	.0521	43.7	8.5	13.1	16.9	43.4	53.2
Plantation	53.8	.0226	37.1	8.3	13.6	24.4	29.4	19.0
• Pompano Beach	67.7	.0284	51.3	8.7	12.0	14.1	51.4	32.0
SUBURBAN TOTAL	795.5	.3339	39.4	8.7	15.5	17.0	38.5	323.2
FORT MYERS - CAPE CORAL	**256.3**	**.1076**	**42.4**	**8.4**	**13.1**	**15.3**	**42.9**	**106.5**
Lee	256.3	.1076	42.4	8.4	13.1	15.3	42.9	106.5
• Cape Coral	45.0	.0189	50.1	6.3	11.2	15.2	50.1	18.9
• Fort Myers	38.0	.0159	32.6	12.3	15.7	15.5	30.8	15.5
SUBURBAN TOTAL	173.3	.0728	43.1	8.1	13.1	15.4	43.5	72.1

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BRADENTON	**1,108,295**	**224,777**	**106,026**	**114,793**	**56,832**	**336,814**	**36,666**
Manatee	1,108,295	224,777	106,026	114,793	56,832	336,814	36,666
• Bradenton	340,203	66,909	18,279	9,541	17,534	154,276	11,300
SUBURBAN TOTAL	768,092	157,868	87,747	105,252	39,298	182,538	25,366
DAYTONA BEACH	**1,825,309**	**400,896**	**202,5 1**	**204,501**	**95,090**	**417,939**	**79,297**
Volusia	1,825,309	400,896	202,531	204,501	95,090	417,939	79,297
• Daytona Beach	721,761	93,810	76,927	136,569	38,020	219,746	24,912
SUBURBAN TOTAL	1,103,548	307,086	125,604	67,932	57,070	198,193	54,385
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**8,124,536**	**1,408,478**	**891,002**	**841,158**	**513,763**	**2,402,153**	**268,865**
Broward	8,124,536	1,408,478	891,002	841,158	513,763	2,402,153	268,865
• Fort Lauderdale	2,051,512	226,294	277,469	138,011	110,944	846,871	50,553
• Hollywood	1,218,609	171,898	89,113	182,810	82,583	428,930	38,899
Plantation	584,580	98,029	45,121	165,272	21,967	113,175	11,900
• Pompano Beach	753,611	86,406	39,790	97,248	51,057	287,576	27,802
SUBURBAN TOTAL	4,100,804	923,880	484,625	423,089	269,179	838,776	151,611
FORT MYERS - CAPE CORAL	**1,700,861**	**361,057**	**149,871**	**199,414**	**125,328**	**399,888**	**68,098**
Lee	1,700,861	361,057	149,871	199,414	125,328	399,888	68,098
• Cape Coral	168,206	53,129	11,872	12,099	13,422	9,341	11,617
• Fort Myers	848,036	145,206	52,975	134,145	54,233	278,423	25,987
SUBURBAN TOTAL	684,619	162,722	85,024	53,170	57,673	112,124	30,494

TEST US!

DAYTONA BEACH
NEWS-
JOURNAL

GET COMPLETE COVERAGE OF THE ORLANDO/DAYTONA BEACH ADI.

Receive 81% Metro Market Penetration

BUY THE DAYTONA BEACH NEWS-JOURNAL

Represented Nationally By: Sawyer-Ferguson-Walker Company, Inc.

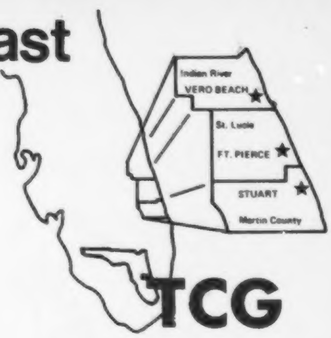
Discover Florida's Treasure Coast ...a market rich in sales!

● $2.7-billion EBI ● $1.6-billion in Retail Sales

Population in the Ft. Pierce/Stuart metro area (St. Lucie and Martin counties) is expected to grow 26% from 1983 to 1988, and retail sales a cash-register-ringing 78%. Neighboring Indian River County is keeping pace.

That's Florida's Treasure Coast. Big market today. Bigger market tomorrow.

The Treasure Coast Group of newspapers reaches nearly half of all households every weekday, and almost 3 in 5 on Sunday. No other newspaper buy reaches even 1 in 5 Treasure Coast households, any day.

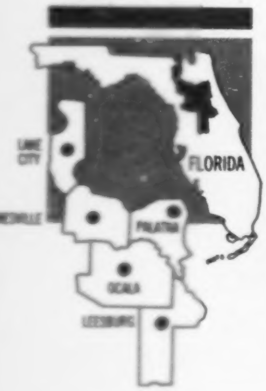


Stuart News ● Vero Beach Press-Journal ● The News Tribune, Ft. Pierce/St. Lucie
Represented nationally by Story & Kelly-Smith, Inc.

FLA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1984 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
FORT PIERCE	**193.2**	**.0811**	**38.9**	**9.4**	**14.0**	**15.4**	**38.9**	**76.9**	**1,176,187**	**257,689**	**80,490**	**102,024**	**70,450**	**322,177**	**37,943**
Martin	80.6	.0338	43.7	8.8	12.6	15.2	44.4	33.7	504,261	104,487	34,167	41,852	33,346	131,464	15,633
St. Lucie	112.6	.0473	35.5	9.8	15.0	15.7	34.8	43.2	671,926	153,202	46,323	60,172	37,104	190,713	22,310
• Fort Pierce	36.0	.0151	33.2	11.6	14.1	15.4	32.2	13.9	528,893	105,206	39,292	52,000	28,486	181,133	14,468
SUBURBAN TOTAL	157.2	.0660	40.2	8.9	13.9	15.5	40.3	63.0	647,294	152,453	41,198	50,024	41,964	141,044	23,475
FORT WALTON BEACH	**128.8**	**.0541**	**29.0**	**14.8**	**17.6**	**21.5**	**18.0**	**46.1**	**774,154**	**133,717**	**82,957**	**106,481**	**50,747**	**190,406**	**19,102**
Okaloosa	128.8	.0541	29.0	14.8	17.6	21.5	18.0	46.1	774,154	133,717	82,957	106,481	50,747	190,406	19,102
• Fort Walton Beach	22.0	.0092	32.1	12.3	14.4	23.8	22.0	7.9	385,737	52,588	41,285	35,230	28,930	137,736	5,214
SUBURBAN TOTAL	106.8	.0449	28.[illegible]	15.4	18.2	21.0	17.2	38.2	388,417	81,129	41,672	71,251	21,817	52,670	13,888
GAINESVILLE	**191.1**	**.0802**	**27.1**	**22.9**	**20.9**	**15.6**	**18.0**	**70.3**	**1,095,615**	**249,439**	**113,125**	**133,282**	**47,435**	**259,716**	**24,505**
Alachua	168.5	.0707	26.6	24.6	21.4	15.0	17.0	63.1	1,009,695	220,147	106,564	126,962	42,522	245,393	21,269
• Gainesville	83.3	.0350	25.6	28.7	21.3	13.5	16.5	30.1	706,580	151,348	66,010	57,893	31,008	229,907	13,960
Bradford	22.6	.0095	32.1	10.5	18.2	19.6	25.2	7.2	85,920	29,292	6,561	6,320	4,913	14,323	3,236
SUBURBAN TOTAL	107.8	.0452	28.4	18.5	20.6	17.2	19.2	40.2	389,035	98,091	47,115	75,389	16,427	29,809	10,545
JACKSONVILLE	**789.1**	**.3312**	**30.8**	**12.5**	**18.1**	**18.5**	**23.9**	**292.4**	**4,567,174**	**831,534**	**428,227**	**460,867**	**198,123**	**1,253,318**	**163,530**
Clay	84.2	.0353	30.5	9.1	17.3	23.4	18.8	26.2	347,560	55,134	29,009	77,431	16,840	73,638	6,763

TOP 100 SALES POWER/CENTRAL FLORIDA GOLDEN MARKETS



CENTRAL FLORIDA GOLDEN MARKETS GROUP CONSISTS OF 5 NEW YORK TIMES NEWSPAPERS: GAINESVILLE SUN, OCALA STAR-BANNER, PALATKA DAILY NEWS, LAKE CITY REPORTER AND LEESBURG COMMERCIAL. THE COMBINED MARKET RANKS EFFECTIVELY IN THE TOP 100 U.S. METRO MARKETS AND IS OVER TWICE AS LARGE AS DAYTONA BEACH.

ONE AD RUN IN THE C.F.G.M. GROUP WILL REACH 1 OF 2 HOUSEHOLDS IN A MARKET THAT GROSSED $3.2-BILLION IN TOTAL RETAIL SALES IN 1984. THE 5-CONTIGUOUS-COUNTY MARKET CAN BE BOUGHT AT A DISCOUNT THROUGH A ONE-ORDER, ONE-BILL SYSTEM.

NYT
THE NEW YORK TIMES REGIONAL NEWSPAPER GROUP

Represented nationally by:
Branham/Newspaper Sales
New York 212-490-1200
Atlanta 404-233-6708
and,
Publishers' Representatives of Florida, Inc.
Tampa 813-879-8299
Jacksonville 904-398-5813

Gainesville Sun
904-378-1411

Ocala Star-Banner
904-629-0011

Palatka Daily News
904-328-2721

Lake City Reporter
904-752-1297

Leesburg Commercial
904-787-4515

CENTRAL FLORIDA GOLDEN MARKETS GROUP

ESTIMATED BUYING INCOME	$5.0-BILLION	FOOD SALES	$680-MILLION
TOTAL RETAIL SALES	$3.2-BILLION	EATING & DRINKING PLACES	$253-MILLION
GENERAL MERCHANDISE	$346-MILLION	FURNITURE/FURNISH./APPL.	$147-MILLION
AUTO SALES	$760-MILLION	DRUG SALES	$92-MILLION

Source: Sales & Marketing Management, 1985 Survey of Buying Power.

The Florida Times-Union

TM

Jacksonville Journal

Serving

FLORIDA'S FIRST COAST

BAKER CLAY DUVAL NASSAU ST. JOHNS

With over 100 years of journalistic history, the Florida Times-Union and Jacksonville Journal share in the rich heritage of Florida's First Coast.

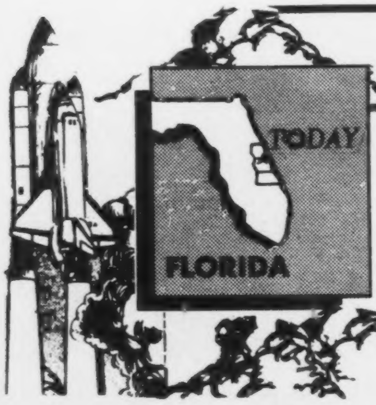
Our two daily newspapers represent the greatest advertising reach in the Jacksonville market, 63% of the adults in this five-county area. That's almost four times as many as are tuned to the best watched television station during prime time; seven times what the most popular radio station can deliver in drive time. And our newspaper's penetration is strongest among the financially active market segments with the most purchasing power.

Source: Beldem CMS, '82

Florida Publishing Company, One Riverside Ave., Jacksonville, Fla. 32202 904/359-4350 Represented, Nationally by Branham Newspaper Sales

FLA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1984 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Duval	600.9	.2522	30.5	13.4	18.4	17.8	23.9	228.2	3,740,013	674,642	338,983	349,968	168,058	1,072,681	142,237
• Jacksonville	568.4	.2385	30.4	13.4	18.4	17.7	23.8	214.8	3,525,413	612,974	308,322	339,208	162,437	1,032,868	131,773
Nassau	39.0	.0164	30.2	10.4	16.9	20.7	21.1	13.3	161,289	35,591	15,910	11,234	4,100	24,688	3,764
St. Johns	65.0	.0273	34.9	10.4	15.1	17.6	32.3	24.7	318,312	66,167	44,325	22,234	9,125	82,311	10,766
SUBURBAN TOTAL	220.7	.0927	31.8	10.3	16.8	20.5	24.2	77.6	1,041,761	218,560	119,905	121,659	35,686	220,450	31,757
LAKELAND - WINTER HAVEN	**357.2**	**.1499**	**33.8**	**11.0**	**15.5**	**18.1**	**30.1**	**130.9**	**1,915,592**	**450,176**	**154,249**	**227,681**	**65,180**	**524,782**	**55,608**
Polk	357.2	.1499	33.8	11.0	15.5	18.1	30.1	130.9	1,915,592	450,176	154,249	227,681	65,180	524,782	55,608
• Lakeland	54.6	.0229	34.9	13.7	15.2	14.9	34.9	22.8	671,601	127,743	54,658	102,949	20,069	203,663	16,679
• Winter Haven	22.0	.0092	38.4	10.6	14.3	15.7	38.0	9.4	375,324	75,325	35,174	60,875	13,188	103,872	11,881
SUBURBAN TOTAL	280.6	.1178	33.3	10.5	15.6	18.9	28.5	98.7	868,667	247,108	64,417	63,857	31,923	217,247	27,048
MELBOURNE - TITUSVILLE - PALM BAY	**330.0**	**.1385**	**35.9**	**11.5**	**14.2**	**19.7**	**31.4**	**131.1**	**1,881,098**	**341,792**	**172,054**	**260,545**	**84,554**	**505,824**	**98,675**
Brevard	330.0	.1385	35.9	11.5	14.2	19.7	31.4	131.1	1,881,098	341,792	172,054	260,545	84,554	505,824	98,675



We're Skyrocketing!

Our affluent market is taking off:
TOTAL EBI UP 97% in the last
5 years!*

Source: Sales & Marketing Management

TODAY
Florida's Space Age Newspaper

308 Forrest Ave., Cocoa, FL 32922 (305) 632-8700
Bill Hill, National Ad. Mgr.
Represented nationally by Gannett Media Sales

FLA. (cont.)
ESTIMATES

POPULATION—12/31/84

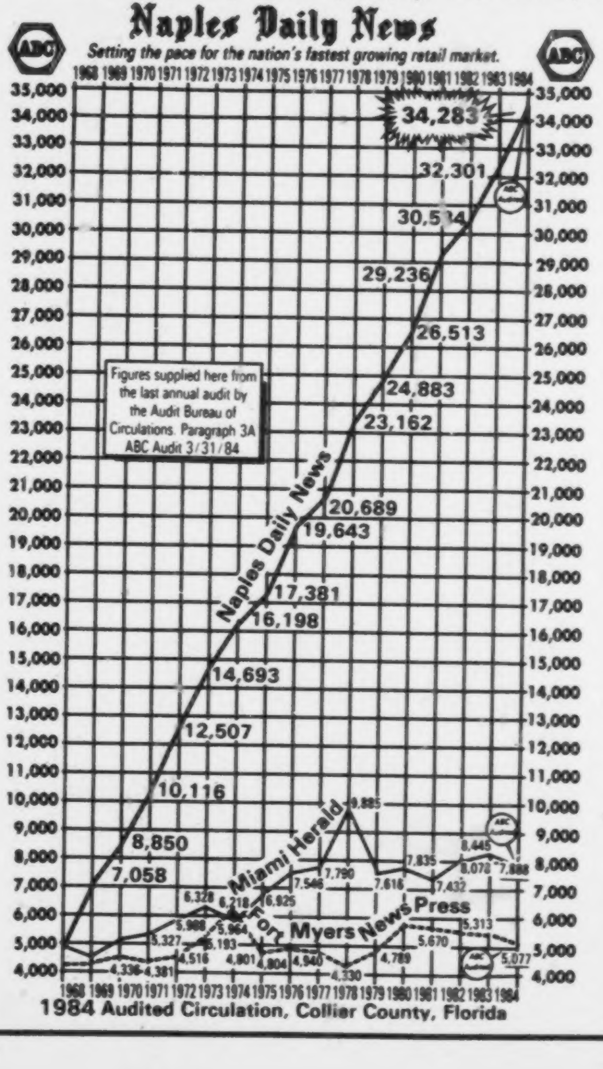
RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• Melbourne	53.1	.0223	34.6	13.8	14.4	17.6	31.9	21.3	589,605	99,000	41,067	91,337	25,386	204,706	14,787
• Palm Bay	35.6	.0149	33.6	11.4	17.7	16.9	30.7	14.3	104,491	26,002	10,397	12,363	4,973	3,393	22,843
• Titusville	38.0	.0159	37.0	10.6	12.5	20.9	32.0	14.8	240,716	56,018	23,518	36,992	6,741	52,191	11,681
SUBURBAN TOTAL	203.3	.0854	36.4	11.1	13.8	20.7	31.2	80.7	946,286	160,772	97,072	119,853	47,454	245,534	49,364
MIAMI - HIALEAH	**1,755.9**	**.7370**	**36.2**	**10.5**	**15.6**	**19.4**	**32.3**	**651.0**	**11,979,377**	**1,958,688**	**1,054,545**	**1,382,480**	**650,324**	**3,235,318**	**477,929**
Dade	1,755.9	.7370	36.2	10.5	15.6	19.4	32.3	651.0	11,979,377	1,958,688	1,054,545	1,382,480	650,324	3,235,318	477,929
Coral Gables	42.3	.0178	37.7	16.4	14.4	17.4	36.0	15.8	428,815	51,053	39,034	12,399	27,947	166,605	12,040
• Hialeah	165.7	.0695	37.5	11.4	12.4	23.1	30.7	54.6	1,119,290	222,444	68,068	225,017	58,959	170,293	49,771
• Miami	384.5	.1614	39.0	10.3	14.5	19.7	35.7	147.3	3,419,386	434,696	294,293	342,691	216,330	1,022,212	126,319
• Miami Beach	98.0	.0411	65.7	4.7	7.6	10.7	69.1	56.2	464,017	104,363	75,674	28,368	11,847	42,516	48,693
North Miami	43.6	.0183	41.2	10.3	17.4	16.6	40.7	19.8	355,416	94,783	36,851	1,926	30,420	83,718	20,611
SUBURBAN TOTAL	1,107.7	.4650	33.6	10.9	17.2	19.6	28.0	392.9	6,976,684	1,197,185	616,510	786,404	362,688	2,000,297	253,146
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***2,897.9***	***1.2163***	***37.7***	***9.9***	***15.5***	***18.4***	***35.1***	***1,129.3***	***20,103,913***	***2,367,166***	***1,945,547***	***2,223,658***	***1,164,087***	***5,637,471***	***746,794***
NAPLES	**112.5**	**.0472**	**39.5**	**9.1**	**14.1**	**16.5**	**38.9**	**46.3**	**904,525**	**190,387**	**85,676**	**73,392**	**78,306**	**208,466**	**31,018**
Collier	112.5	.0472	39.5	9.1	14.1	16.5	38.9	46.3	904,525	190,387	85,676	73,392	78,306	208,466	31,018
• Naples	19.4	.0081	57.6	5.7	8.1	13.6	59.8	9.3	547,301	127,268	56,318	63,595	47,987	92,594	21,180
SUBURBAN TOTAL	93.1	.0391	36.3	9.8	15.3	17.1	34.6	37.0	357,224	63,119	29,358	9,797	30,319	115,872	9,838
OCALA	**159.7**	**.0670**	**37.5**	**8.8**	**13.7**	**16.9**	**36.2**	**61.5**	**983,390**	**201,726**	**64,967**	**111,732**	**52,513**	**209,492**	**31,405**
Marion	159.7	.0670	37.5	8.8	13.7	16.9	36.2	61.5	983,390	201,726	64,967	111,732	52,513	209,492	31,405
• Ocala	43.5	.0183	33.9	10.1	13.9	17.0	31.4	16.4	743,517	125,528	50,764	100,830	44,775	173,717	22,383
SUBURBAN TOTAL	116.2	.0487	39.0	8.4	13.7	16.8	37.9	45.1	239,873	76,198	14,203	10,902	7,738	35,775	9,022

THE NATION'S *FASTEST* GROWING METRO MARKET...

*1984 Sales Marketing Management Survey of Buying Power, October 29, 1984.

NAPLES FLORIDA!



Figures supplied here from the last annual audit by the Audit Bureau of Circulations. Paragraph 3A ABC Audit 3/31/84

1984 Audited Circulation, Collier County, Florida

NOW WE'RE AN MSA!

This Naples, Florida market exceeding 100,000 population is a better buy than ever. With 96% penetration of our primary market Sunday and 80% daily*, the Naples Daily News offers dominant coverage of this exciting, high income market with virtually no overlap in demographics or circulation. *FAS—FAX 3/31/84

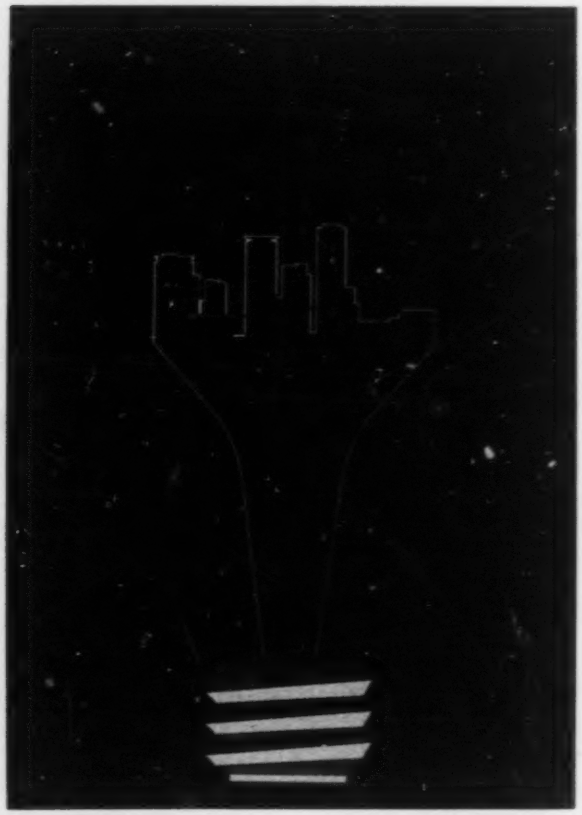
For a copy of our latest market brief, "The Affluent Market," send us your business card today.

(813) 263-4730

Naples Daily News
1075 Central Ave. Naples, Fl 33940

FLA. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ORLANDO	**836.5**	**.3510**	**32.1**	**12.6**	**17.0**	**18.9**	**26.1**	**310.4**	**5,665,310**	**1,040,223**	**592,987**	**632,939**	**265,600**	**1,619,382**	**132,209**
Orange	536.3	.2250	31.4	14.2	17.2	18.0	25.7	201.1	3,858,664	680,036	407,328	404,411	171,425	1,179,906	88,981
• Orlando	138.5	.0581	30.6	17.9	17.3	15.1	27.3	53.3	1,601,805	210,327	159,994	220,815	79,426	559,369	29,722
Osceola	71.9	.0302	36.5	10.0	14.1	17.5	34.3	27.5	497,816	106,329	67,797	34,767	18,241	140,051	13,452
Seminole	228.3	.0958	32.6	9.6	17.5	21.2	24.6	81.8	1,308,830	253,858	117,862	193,761	75,934	299,425	29,776
SUBURBAN TOTAL	698.0	.2929	32.4	11.5	17.0	19.6	25.9	257.1	4,063,505	829,896	432,993	412,124	186,174	1,060,013	102,487
PANAMA CITY	**109.8**	**.0461**	**31.2**	**12.4**	**16.8**	**19.4**	**24.2**	**41.0**	**699,715**	**106,560**	**90,948**	**84,392**	**33,285**	**205,783**	**19,536**
Bay	109.8	.0461	31.2	12.4	16.8	19.4	24.2	41.0	699,715	106,560	90,948	84,392	33,285	205,783	19,536
• Panama City	34.1	.0143	32.8	11.8	15.9	16.4	30.1	13.8	496,562	55,665	42,486	66,544	26,259	181,041	13,362
SUBURBAN TOTAL	75.7	.0318	30.5	12.7	17.2	20.7	21.5	27.2	203,153	50,895	48,462	17,848	7,026	24,742	6,174
PENSACOLA	**320.3**	**.1343**	**30.3**	**13.5**	**17.2**	**19.1**	**22.7**	**115.3**	**1,675,803**	**353,344**	**157,877**	**259,428**	**78,273**	**423,270**	**39,235**
Escambia	255.8	.1073	30.4	13.8	17.2	18.7	23.3	92.7	1,457,111	288,200	141,003	237,334	70,569	375,897	31,322
• Pensacola	62.0	.0260	33.6	11.2	16.0	17.5	30.3	24.3	514,603	65,969	47,081	58,354	23,149	224,562	10,795
Santa Rosa	64.5	.0270	29.9	12.3	17.3	20.9	20.3	22.6	218,692	65,144	16,874	22,094	7,704	47,373	7,913
SUBURBAN TOTAL	258.3	.1083	29.5	14.0	17.5	19.5	20.9	91.0	1,161,200	287,375	110,796	201,074	55,124	198,708	28,440
SARASOTA	**241.6**	**.1014**	**51.0**	**7.4**	**11.6**	**14.1**	**50.8**	**108.9**	**1,800,962**	**336,482**	**173,166**	**199,949**	**143,946**	**441,254**	**72,766**
Sarasota	241.6	.1014	51.0	7.4	11.6	14.1	50.8	108.9	1,800,962	336,482	173,166	199,949	143,946	441,254	72,766
• Sarasota	52.6	.0221	42.8	10.8	14.2	13.9	43.8	23.8	676,658	120,900	86,115	65,568	49,208	122,312	34,250
SUBURBAN TOTAL	189.0	.0793	53.1	6.4	11.0	14.1	52.9	85.1	1,124,304	215,582	87,051	134,381	94,738	318,942	38,516
TALLAHASSEE	**207.9**	**.0873**	**27.9**	**18.7**	**20.1**	**16.7**	**19.1**	**75.8**	**1,114,424**	**231,297**	**113,924**	**179,937**	**68,877**	**198,768**	**26,778**
Gadsden	42.3	.0178	29.9	10.9	15.3	16.1	26.1	12.9	101,981	32,372	4,808	9,487	3,528	20,989	3,319
Leon	165.6	.0695	27.5	20.7	21.4	16.9	17.2	62.9	1,012,443	198,925	109,116	170,450	65,349	177,779	23,459
• Tallahassee	114.5	.0481	26.3	27.4	20.4	13.8	18.4	44.4	827,446	155,388	95,304	162,397	52,038	129,923	16,285
SUBURBAN TOTAL	93.4	.0392	30.0	8.1	19.5	20.3	20.0	31.4	286,978	75,909	18,620	17,540	16,839	68,845	10,493
TAMPA - ST. PETERSBURG - CLEARWATER	**1,837.4**	**.7711**	**40.0**	**9.5**	**14.2**	**16.0**	**39.7**	**763.2**	**10,949,718**	**2,354,277**	**1,082,623**	**1,295,837**	**634,094**	**2,748,411**	**337,182**
Hernando	64.8	.0272	48.5	6.9	10.3	14.4	48.8	26.8	241,605	79,165	14,934	19,534	10,695	50,867	11,471
Hillsborough	723.2	.3035	32.1	12.4	17.5	18.6	26.2	274.5	4,642,773	978,167	440,353	549,500	245,816	1,212,020	129,237
• Tampa	276.7	.1161	33.8	12.3	16.3	16.5	31.5	111.4	2,634,786	415,260	265,779	303,101	154,019	796,910	70,425
Pasco	240.3	.1009	54.1	6.6	9.9	12.9	53.5	101.5	1,059,994	266,694	78,185	111,697	52,771	234,588	41,098



HEALTHY GLOW

Positively charged with new growth, the Tampa Bay Market* is the most powerful market in Florida and ranks number one** in:

- Population
- Households
- Effective Buying Income
- New Construction
- General Merchandise Sales
- Food Sales
- Automotive Sales
- Liquor Sales

Tap into the power of this market by using The Tampa Tribune to reach your best prospects in terms of age, education, occupation, income and household size. Among weekday Tampa Tribune readers,***

- 52% are between 25 and 54 years of age
- 51% live in households of three persons or more
- 52% live in households with income of $25,000+
- 36% hold professional, managerial, proprietor or administrative positions
- 36% have some college or more

Give your profit column a jolt. Connect to this high intensity selling tool. Throw the switch and put your products or services in their best light. Contact Joe Gess, Tampa Tribune General Advertising Manager, P.O. Box 191, Tampa, FL 33601-4005 or dial (813) 272-7447.

THE TAMPA TRIBUNE
SERVING
TAMPA. AMERICA'S NEXT GREAT CITY

A Media General newspaper represented nationally by Sawyer-Ferguson-Walker Co.
* Comprised of Hillsborough, Pasco, Hernando and Pinellas Counties
** Sales & Marketing Management, Survey of Buying Power, 1984
*** Scarborough Newspaper Audience Study, 1983

Reflect on Florida's

SUNCOAST
St. Petersburg Times
'America's tax plan' unveiled

St. Petersburg- Tampa-Clearwater is Florida's population leader

Population growth mirrors economic growth.

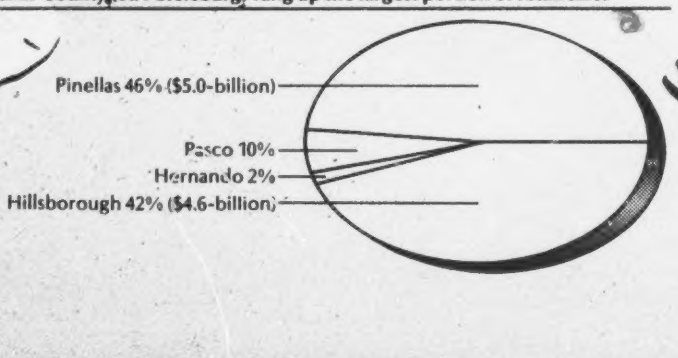
And few markets have recorded the kind of strides that have transformed the Suncoast into Florida's population leader. Today, more than 1.8-million residents make their home in St. Petersburg-Tampa-Clearwater metro area, the heart of the Suncoast. By 1989, Sales and Marketing Management predicts, another 219,300 will also move to our golden coast on the Gulf of Mexico.

Already, Suncoast retailers have seen the benefits; St. Petersburg-Tampa-Clearwater leads the state not merely in population, but also in households and effective buying income. And these successful metro area retailers have seen their sales grow by 65 % in just five years!

This growth comes shining through, too, in the circulation growth of the St. Petersburg Times and Evening Independent. . .with more than 305,300 daily . . .these newspapers reach more customers and influence more buying decisions than any other on the Suncoast.

Whether you're seeking new markets for your products, new audiences for your advertising, or even a new site for corporate expansion, you'll find opportunity reflected here. To see how, call a St. Petersburg Times and Evening Independent advertising sales representative today.

In St. Petersburg-Tampa-Clearwater, Florida's most populous metro area, Pinellas County (St. Petersburg) rang up the largest portion of retail sales



St. Petersburg Times

evening Independent

P.O.Box 1121 • St. Petersburg, FL 33731
General Advertising (813) 893-8249
Represented nationally by Story & Kelly-Smith, Inc.

FLA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Liberty	4.6	.0019	32.5	11.0	14.4	18.2	28.2	1.5	7,023	3,600	351		395	250	163
Madison	15.0	.0063	31.9	10.1	13.4	16.0	29.8	4.9	52,491	15,403	2,635	5,581	2,432	6,999	5,068
Monroe	69.1	.0290	36.7	11.3	18.3	18.0	34.1	30.3	454,095	106,987	72,471	49,081	17,966	67,070	18,165
Okeechobee	24.8	.0104	32.0	9.9	14.3	17.9	27.8	8.9	130,766	44,511	14,067	10,531	4,305	16,436	5,967
Putnam	57.6	.0242	35.6	9.3	13.5	16.6	34.1	21.5	236,830	58,183	15,586	26,910	11,341	56,812	7,819
Sumter	28.8	.0121	36.5	11.2	12.3	16.5	35.2	10.5	123,287	30,412	10,782	5,538	1,807	8,001	3,385
Suwannee	25.0	.0105	33.3	9.2	14.3	17.8	29.7	9.0	105,531	33,679	5,422	7,155	4,470	28,259	8,407
Taylor	17.5	.0074	31.9	10.5	15.4	17.4	27.9	6.4	68,938	17,686	5,977	5,828	2,476	17,852	2,334
Union	11.8	.0049	30.4	15.5	30.8	20.6	15.2	2.3	16,375	4,374	692		87	2,468	768
Wakulla	13.2	.0055	31.1	9.2	17.3	18.2	25.0	4.6	18,828	8,397	3,214	1,384	1,198	1,960	225
Walton	24.5	.0103	37.2	9.2	13.1	18.0	34.8	9.6	74,418	24,135	4,399	6,211	2,798	11,822	1,966
Washington	16.0	.0067	35.7	8.6	12.8	18.3	32.7	6.1	45,483	17,196	5,594	5,452	1,038	1,458	2,535
TOTAL METRO COUNTIES	**10,157.7**	**4.2631**	**36.3**	**10.8**	**15.4**	**17.3**	**34.2**	**4,005.4**	**65,057,754**	**12,421,344**	**6,298,539**	**7,434,865**	**3,642,552**	**17,238,688**	**2,199,458**
TOTAL STATE	**11,166.0**	**4.6861**	**36.4**	**10.6**	**15.2**	**17.3**	**34.5**	**4,393.0**	**69,550,635**	**13,610,546**	**6,667,155**	**7,795,663**	**3,834,976**	**18,216,690**	**2,388,041**

FLA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

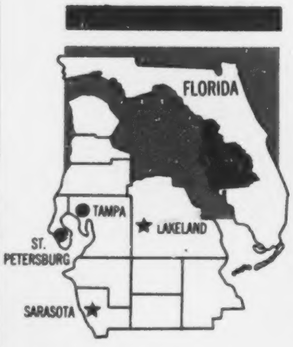
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
BRADENTON	**1,825,773**	**20,655**	**29.3**	**31.1**	**12.7**	**8.0**	**.0755**
Manatee	1,825,773	20,655	29.3	31.1	12.7	8.0	.0755
• Bradenton	362,404	19,719	27.9	29.6	12.6	7.0	.0180
SUBURBAN TOTAL	1,463,369	20,884	29.8	31.5	12.7	8.2	.0575
DAYTONA BEACH	**3,252,252**	**20,617**	**28.8**	**29.2**	**13.5**	**8.9**	**.1309**
Volusia	3,252,252	20,617	28.8	29.2	13.5	8.9	.1309
• Daytona Beach	548,757	17,155	29.4	25.8	10.6	6.3	.0322
SUBURBAN TOTAL	2,703,495	21,443	28.7	29.9	14.2	9.6	.0987
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**14,520,607**	**25,411**	**23.5**	**30.1**	**18.1**	**13.9**	**.5656**
Broward	14,520,607	25,411	23.5	30.1	18.1	13.9	.5656
• Fort Lauderdale	2,155,435	23,400	24.7	28.6	14.4	14.7	.1023
• Hollywood	1,576,473	23,936	24.3	28.3	16.5	13.7	.0692
Plantation	798,361	37,382	14.5	25.0	23.7	30.2	.0335
• Pompano Beach	1,009,201	25,833	22.6	30.1	17.5	15.7	.0427
SUBURBAN TOTAL	9,779,498	26,013	23.2	30.7	19.2	13.6	.3514
FORT MYERS - CAPE CORAL	**2,897,313**	**22,325**	**28.0**	**31.5**	**15.0**	**9.7**	**.1171**
Lee	2,897,313	22,325	28.0	31.5	15.0	9.7	.1171
• Cape Coral	560,280	25,865	24.6	33.5	20.4	11.0	.0185
• Fort Myers	364,254	18,215	29.8	27.9	10.6	6.9	.0299
SUBURBAN TOTAL	1,972,779	22,320	28.4	31.8	14.6	10.0	.0687
FORT PIERCE	**1,883,782**	**20,298**	[illegible]	**30.4**	**12.9**	**7.5**	**.0800**
Martin	885,642	21,604	27.1	30.7	14.0	9.3	.0355
St. Lucie	998,140	19,364	28.8	30.1	12.1	6.1	.0445
• Fort Pierce	271,818	15,089	29.1	24.1	8.4	4.5	.0205
SUBURBAN TOTAL	1,611,964	21,439	28.0	31.6	13.9	8.2	.0595

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
FORT WALTON BEACH	**1,285,244**	**23,262**	**27.2**	**30.9**	**17.2**	**10.0**	**.0536**
Okaloosa	1,285,244	23,262	27.2	30.9	17.2	10.0	.0536
• Fort Walton Beach	238,664	26,236	23.4	30.5	19.7	13.3	.0154
SUBURBAN TOTAL	1,046,580	22,746	28.0	31.0	16.7	9.3	.0382
GAINESVILLE	**1,812,528**	**20,132**	**24.9**	**25.8**	**14.5**	**10.0**	**.0765**
Alachua	1,654,776	20,465	24.6	25.5	14.9	10.6	.0696
• Gainesville	822,558	20,724	24.9	25.4	14.6	11.5	.0393
Bradford	157,752	17,681	27.2	28.5	11.2	4.5	.0069
SUBURBAN TOTAL	989,970	19,722	25.0	26.1	14.4	8.8	.0372
JACKSONVILLE	**8,186,379**	**23,681**	**23.1**	**29.6**	**17.5**	**11.1**	**.3308**
Clay	784,453	27,493	20.5	30.6	22.6	12.3	.0303
Duval	6,387,746	23,460	23.0	29.4	17.2	11.1	.2609
• Jacksonville	5,982,626	23,376	23.0	29.3	17.3	10.9	.2454
Nassau	338,719	23,457	22.3	33.4	16.9	7.3	.0137
St. Johns	675,461	22,147	26.2	28.9	15.2	11.3	.0259
SUBURBAN TOTAL	2,203,753	24,533	23.0	30.6	18.1	11.5	.0854
LAKELAND - WINTER HAVEN	**3,257,937**	**20,517**	**27.7**	**31.2**	**13.3**	**6.8**	**.1376**
Polk	3,257,937	20,517	27.7	31.2	13.3	6.8	.1376
• Lakeland	547,388	19,318	27.8	29.1	12.6	6.6	.0307
• Winter Haven	222,775	18,746	28.9	27.1	12.2	7.7	.0149
SUBURBAN TOTAL	2,487,774	20,939	27.4	32.3	13.6	6.7	.0920
MELBOURNE - TITUSVILLE - PALM BAY	**3,410,429**	**22,791**	**26.6**	**31.7**	**17.4**	**7.7**	**.1374**
Brevard	3,410,429	22,791	26.6	31.7	17.4	7.7	.1374
• Melbourne	483,462	19,811	29.8	32.4	13.1	4.0	.0275
• Palm Bay	355,650	22,923	27.1	39.0	15.4	5.1	.0123

STYLE, SUBSTANCE & SALES POWER



THE TAMPA/ST. PETERSBURG/SARASOTA/LAKELAND MARKET IS AN ADVERTISER'S DREAM. IT'S A MAJOR BUSINESS, FINANCIAL AND CULTURAL CENTER, VACATION HOTSPOT AND AFFLUENT RETIREMENT COMMUNITY. FULL COVERAGE REQUIRES BUYING THE SARASOTA/LAKELAND MARKET NOT REACHED BY TAMPA/ST. PETE NEWSPAPERS.

THE **SARASOTA HERALD-TRIBUNE** AND **THE LEDGER** (LAKELAND) PROVIDE COVERAGE OF THE 3RD AND 4TH LARGEST AND MOST AFFLUENT COUNTIES IN THE MARKET WHICH REPRESENTED $6.1-BILLION IN INCOME AND $3.7-BILLION IN RETAIL SALES IN 1984.

NYT
THE NEW YORK TIMES
REGIONAL NEWSPAPER GROUP

Represented nationally by:
Story & Kelly-Smith, Inc.
New York 212-490-3775
Atlanta 404-257-1351
and,
Publishers Representatives of Florida, Inc.
Tampa 813-879-8299
Jacksonville 904-398-5813

Source: Sales & Marketing Management, 1985 Survey of Buying Power.

S·O·U·T·H F·L·O·R·I·D·A

The Golden Gateway.

South Florida, famous for its Gold Coast. Land of golden sun and golden sand. But South Florida is so much more.

Metropolitan in scope.

Hemispheric in impact.

South Florida is the golden gateway of the Americas.

This gateway of opportunity is an international center of influence for transportation, finance, trade. A truly global community.

The facts tell the story. South Florida attracts more than three times its population in international and domestic visitors each year.

South Florida has the largest concentration of Edge Act corporations in the United States.

The Port of Miami continues its $250 million expansion program to handle more than two million passengers annually and to maintain South Florida's ranking as the busiest cruise port in the world.

Almost $1 billion in expansion programs are now underway in South Florida's airports.

The showcase of South Florida's well-developed transportation system is Metrorail — with more than 20 miles of elevated rapid transit now in service.

This major international market is sold by the one newspaper combination that reaches nearly seven out of 10 newspaper readers in all of South Florida. The combined daily circulation growth in 1983 and 1984 was one of the largest two-year gains in the last 25 years. And these record gains came where advertisers want them most, the primary market areas of Dade, Broward, Monroe, Palm Beach and The Treasure Coast counties.

Realize your full advertising potential in South Florida's dominant newspapers.

Opportunity awaits.

THE MIAMI HERALD
THE MIAMI NEWS
EL MIAMI HERALD

Represented nationally by
Knight-Ridder Newspaper Sales, Inc.

FLA. (cont.)
S&MM ESTIMATES — EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Titusville	373,623	22,368	24.9	30.1	17.8	7.4	.0160
SUBURBAN TOTAL	2,197,694	23,731	25.9	30.5	18.9	9.1	.0816
MIAMI - HIALEAH	**18,659,854**	**23,179**	**22.6**	**27.7**	**15.8**	**13.2**	**.7867**
Dade	18,659,854	23,179	22.6	27.7	15.8	13.2	.7867
Coral Gables	700,707	32,264	17.1	23.0	15.6	30.9	.0271
• Hialeah	1,412,869	23,448	23.5	33.0	17.1	8.3	.0672
• Miami	3,296,919	16,944	26.6	24.9	10.4	7.2	.1754
• Miami Beach	1,229,252	13,409	28.1	17.2	7.3	9.2	.0428
North Miami	552,256	23,320	25.4	31.2	15.7	11.0	.0226
SUBURBAN TOTAL	12,720,814	27,306	20.2	29.5	18.8	16.7	.5013
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***33,180,461***	***24,160***	***23.0***	***28.8***	***16.7***	***13.5***	***1.3523***
NAPLES	**1,294,023**	**21,493**	**26.6**	**29.6**	**12.4**	**11.7**	**.0555**
Collier	1,294,023	21,493	26.6	29.6	12.4	11.7	.0555
• Naples	371,635	29,158	21.0	26.0	16.2	24.9	.0215
SUBURBAN TOTAL	922,388	20,122	28.1	30.4	11.4	8.4	.0340

TURN TO
LANDON
FOR RESULTS
(See page B-26)

When you ask Landon . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

FLA. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OCALA	1,321,710	17,286	32.8	28.0	8.5	5.3	.0619
Marion	1,321,710	17,286	32.8	28.0	8.5	5.3	.0619
• Ocala	373,154	17,500	30.0	26.3	9.9	7.0	.0281
SUBURBAN TOTAL	948,556	17,218	33.8	28.7	8.0	4.6	.0338
ORLANDO	8,934,824	24,226	24.1	30.8	17.4	11.7	.3747
Orange	5,786,701	23,909	24.4	31.1	16.7	11.5	.2466
• Orlando	1,453,653	20,796	26.6	28.7	13.9	9.2	.0769
Osceola	613,749	18,753	31.7	30.3	11.0	5.1	.0294
Seminole	2,534,374	27,465	21.1	30.2	21.2	14.3	.0987
SUBURBAN TOTAL	7,481,171	24,949	23.7	31.2	18.2	12.2	.2978
PANAMA CITY	867,732	17,550	31.6	28.4	10.2	4.4	.0423
Bay	867,732	17,550	31.6	28.4	10.2	4.4	.0423
• Panama City	267,588	15,535	30.4	25.2	9.0	3.9	.0195
SUBURBAN TOTAL	600,144	18,457	32.3	30.0	10.8	4.6	.0228
PENSACOLA	3,220,660	23,649	23.0	29.6	17.6	10.9	.1280
Escambia	2,584,730	23,502	23.2	29.7	17.4	10.8	.1053
• Pensacola	684,090	23,238	21.8	27.2	16.7	12.9	.0304
Santa Rosa	635,930	24,259	22.1	29.7	18.2	11.4	.0227
SUBURBAN TOTAL	2,536,660	23,748	23.3	30.3	17.8	10.4	.0976
SARASOTA	2,930,907	22,181	27.9	31.5	14.1	10.0	.1188
Sarasota	2,930,907	22,181	27.9	31.5	14.1	10.0	.1188
• Sarasota	598,206	19,349	29.4	28.3	11.2	8.8	.0317
SUBURBAN TOTAL	2,332,701	22,941	27.4	32.5	14.9	10.4	.0871
TALLAHASSEE	1,970,451	20,694	24.8	26.2	15.5	9.9	.0815
Gadsden	232,487	14,674	29.1	24.5	8.1	2.6	.0105
Leon	1,737,964	22,255	23.9	26.5	17.0	11.4	.0710
• Tallahassee	1,147,331	19,467	25.4	24.3	13.6	11.0	.0510
SUBURBAN TOTAL	823,120	22,265	23.7	29.0	18.1	8.5	.0305
TAMPA - ST. PETERSBURG - CLEARWATER	20,098,180	21,561	27.7	29.7	14.7	9.6	.7978
Hernando	554,616	17,677	36.1	30.2	8.5	3.6	.0219
Hillsborough	7,639,924	23,554	23.4	29.5	17.4	11.0	.3165
• Tampa	2,786,352	19,795	26.2	27.3	13.8	8.4	.1383
Pasco	2,242,906	18,479	35.0	30.3	9.8	5.0	.0883
Pinellas	9,660,734	21,704	28.3	29.6	14.4	10.3	.3711
• Clearwater	1,265,273	23,441	27.5	29.3	16.2	12.6	.0642
Largo	769,039	22,196	29.7	33.2	15.2	8.2	.0280
• St. Petersburg	2,655,993	19,169	29.4	26.9	12.4	8.6	.1064
SUBURBAN TOTAL	13,390,562	22,268	27.7	30.9	15.2	9.8	.4889
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	9,734,823	26,579	21.7	28.9	18.3	16.6	.3668
Palm Beach	9,734,823	26,579	21.7	28.9	18.3	16.6	.3668
• Boca Raton	1,028,832	34,692	15.5	26.6	20.8	28.6	.0370
• Delray Beach	626,952	26,164	22.1	29.8	17.6	16.5	.0298
• West Palm Beach	805,951	21,394	25.3	27.4	14.8	10.8	.0464
SUBURBAN TOTAL	7,273,088	26,545	21.8	29.2	18.6	16.1	.2536
OTHER COUNTIES							
Baker	113,987	19,834	29.2	34.9	10.9	3.7	.0045
Calhoun	58,801	13,906	30.2	22.9	7.8	2.1	.0028
Charlotte	810,557	19,598	32.4	29.7	12.3	6.8	.0315
Citrus	663,066	16,938	35.2	27.2	9.2	4.5	.0263
Columbia	314,160	18,981	26.5	30.3	12.5	4.6	.0144
De Soto	154,478	16,849	32.2	27.8	7.2	5.8	.0071
Dixie	61,413	14,782	32.8	21.8	7.3	5.3	.0027
Flagler	147,266	20,059	29.0	32.9	11.1	6.2	.0053
Franklin	53,974	14,337	30.4	23.9	8.4	3.3	.0022
Gilchrist	47,526	15,420	30.9	26.4	9.6	2.4	.0018
Glades	51,002	16,455	34.2	26.1	9.7	3.5	.0018
Gulf	77,898	18,618	23.6	30.4	13.7	3.4	.0030
Hamilton	59,566	15,531	28.0	25.8	8.2	3.2	.0027
Hardee	115,330	13,281	33.0	22.8	4.8	2.8	.0059
Hendry	173,360	20,512	25.2	31.8	12.2	7.1	.0079
Highlands	498,404	17,016	32.4	26.9	8.9	5.8	.0202
Holmes	110,996	14,983	29.1	26.3	7.2	3.3	.0042
Indian River	855,104	21,793	27.4	29.8	14.0	10.6	.0331
Jackson	281,598	15,635	29.2	25.9	8.4	4.0	.0123
Jefferson	76,672	14,879	28.7	22.7	9.5	5.6	.0034
Lafayette	28,786	15,750	30.2	27.4	6.5	3.7	.0011
Lake	1,195,818	19,131	32.2	28.8	11.3	7.3	.0492
Levy	176,968	16,267	32.1	26.6	8.0	4.0	.0071
Liberty	32,244	16,795	30.7	24.3	11.5	5.3	.0012
Madison	87,897	14,986	29.1	23.4	7.8	3.7	.0043
Monroe	805,845	20,849	28.6	28.7	13.4	10.3	.0320
Okeechobee	171,567	15,532	34.5	25.2	7.7	3.3	.0084
Putnam	499,944	18,703	27.4	27.3	12.7	6.9	.0200
Sumter	209,912	15,877	31.5	26.7	8.4	3.3	.0093
Suwannee	193,284	17,574	29.0	26.5	11.6	5.7	.0083
Taylor	150,280	18,829	23.4	24.7	15.0	8.2	.0060
Union	65,122	19,625	24.4	35.8	10.1	3.2	.0027
Wakulla	99,270	16,500	29.0	29.3	12.3	4.4	.0034
Walton	197,071	16,580	28.3	26.5	10.8	4.3	.0077
Washington	119,027	16,078	28.6	26.9	8.9	3.9	.0046
TOTAL METRO COUNTIES	111,365,408	22,802	25.2	29.6	15.8	11.2	4.5190
TOTAL STATE	120,123,601	22,338	25.6	29.4	15.4	10.8	4.8774

GEORGIA

GA.
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
ALBANY	117.8	.0495	27.7	13.0	18.5	17.5	19.1	39.0	640,974	129,370	53,927	92,528	32,428	151,924	15,190
Dougherty	103.3	.0434	27.7	13.2	18.1	17.4	19.3	34.5	632,491	125,126	53,286	92,528	31,885	151,593	14,377
• Albany	85.2	.0358	27.8	13.0	18.2	16.0	20.9	28.9	622,336	121,614	52,680	91,865	31,782	151,269	14,353
Lee	14.5	.0061	28.1	12.1	19.9	18.6	17.6	4.5	8,483	4,244	641		543	331	813
SUBURBAN TOTAL	32.6	.0137	27.6	13.1	19.0	21.6	14.2	10.1	18,638	7,756	1,247	663	646	655	837
ATHENS	138.5	.0582	28.4	19.3	18.6	17.0	20.7	50.1	708,514	154,665	68,430	106,172	26,915	148,551	26,920
Clarke	76.5	.0321	26.3	26.3	19.2	14.7	18.6	28.7	572,444	105,757	60,202	100,980	22,408	120,043	21,222
• Athens	42.5	.0178	25.0	33.3	17.5	10.9	21.7	15.8	408,944	82,819	52,045	47,967	17,682	69,740	10,073
Jackson	27.3	.0115	31.9	10.7	16.2	19.5	25.5	9.4	94,166	26,798	5,008	5,012	2,930	24,368	4,750
Madison	19.9	.0084	31.1	10.1	17.9	19.7	23.3	6.9	16,005	8,232	1,122	180	375	2,778	453
Oconee	14.8	.0062	30.1	11.1	20.3	20.6	19.4	5.1	25,899	13,878	2,098		1,202	1,362	495
SUBURBAN TOTAL	96.0	.0404	29.7	13.1	19.0	19.7	20.3	34.3	299,570	71,846	16,385	58,205	9,233	78,811	8,847
ATLANTA	2,392.8	1.0044	30.3	11.6	20.4	20.6	19.7	870.0	15,274,396	2,673,926	1,562,062	1,962,366	698,655	3,728,300	436,910
Barrow	24.1	.0101	31.5	10.4	16.3	18.7	25.6	8.4	107,500	23,384	5,704	3,928	1,406	35,730	4,411
Butts	15.4	.0065	30.0	13.8	17.5	17.5	23.8	4.5	31,102	11,934	1,325	1,225	1,269	2,755	1,272
Cherokee	63.9	.0269	29.7	10.0	20.9	20.0	18.8	21.2	163,382	52,524	12,453	5,532	4,262	31,785	8,205
Clayton	168.6	.0707	28.4	12.2	21.2	21.6	14.5	58.3	1,181,288	208,992	81,236	223,290	37,906	312,166	36,380
Cobb	357.0	.1498	30.3	11.3	22.1	22.8	16.8	133.4	2,455,091	412,705	191,716	396,451	100,916	654,267	61,569
• Marietta	39.1	.0164	30.5	16.0	23.1	16.5	23.1	16.9	718,123	111,372	69,812	46,110	33,147	251,880	21,619
Coweta	42.8	.0180	31.6	9.8	16.3	19.5	25.0	14.8	167,759	39,402	9,204	13,356	6,803	51,083	6,742
De Kalb	509.3	.2138	30.5	12.7	20.7	20.9	19.9	189.2	4,012,558	617,561	355,047	536,447	182,239	1,166,984	93,051
Douglas	67.3	.0282	29.0	9.7	20.1	21.3	16.7	21.4	264,568	74,442	20,055	12,428	12,686	73,048	9,890
Fayette	41.2	.0173	31.4	7.4	18.5	26.0	17.3	13.7	108,681	38,338	7,698	316	3,336	13,531	7,416

GA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Forsyth	33.8	.0142	30.7	10.4	18.0	20.8	21.3	11.8	94,186	20,884	10,299	2,819	6,097	23,031	3,335
Fulton	592.6	.2487	31.0	12.8	20.0	18.4	23.6	232.5	4,802,333	711,581	726,973	619,736	228,312	914,009	135,046
• Atlanta	424.4	.1781	30.6	14.0	19.6	17.0	24.4	166.7	3,202,231	431,619	484,770	498,072	134,029	577,551	84,779
Gwinnett	233.9	.0981	29.5	9.7	22.9	22.9	14.5	80.3	1,010,177	228,152	84,906	85,068	81,780	212,315	35,367
Henry	43.6	.0183	31.0	10.1	17.8	20.4	22.5	14.4	104,409	25,525	7,212	1,720	1,299	25,814	3,978
Newton	36.4	.0161	30.5	11.0	15.9	19.2	23.6	12.6	127,129	40,433	7,630	7,578	4,029	26,527	6,535
Paulding	30.1	.0127	30.0	10.4	18.4	19.9	20.9	10.4	64,026	14,065	2,968	1,896	612	31,622	3,194
Rockdale	45.2	.0190	30.6	9.3	17.7	23.1	19.0	14.6	222,844	53,176	13,046	20,082	9,506	70,319	6,906
Spalding	51.1	.0215	31.4	10.2	16.2	19.2	24.9	17.3	265,521	68,647	18,185	24,884	12,786	61,449	7,842
Walton	34.5	.0145	30.9	10.0	15.7	19.3	24.2	11.2	91,842	32,301	6,405	4,610	3,411	21,865	5,771
SUBURBAN TOTAL	1,929.3	.8099	30.3	11.0	20.4	21.7	18.7	686.4	11,354,042	2,130,935	1,007,480	1,418,184	531,479	2,898,869	330,512
AUGUSTA	**372.4**	**.1564**	**29.6**	**13.4**	**18.1**	**18.4**	**21.8**	**129.7**	**1,703,266**	**348,197**	**140,187**	**224,052**	**82,599**	**400,967**	**60,577**
Columbia	51.2	.0215	28.8	10.7	20.4	21.7	15.8	17.3	113,466	34,894	6,208	17,190	8,061	10,864	4,345
McDuffie	19.7	.0083	30.6	10.8	16.4	18.5	24.4	6.9	96,393	23,302	6,415	5,933	3,303	16,504	4,029
Richmond	188.9	.0793	28.8	15.7	18.5	17.2	21.4	63.8	1,041,454	172,776	97,797	148,050	60,526	275,680	31,049
• Augusta	46.0	.0193	34.7	12.4	15.2	13.7	35.9	19.2	351,317	66,208	32,121	15,774	19,804	107,160	18,081
Aiken, S. C.	*112.6*	*.0473*	*31.3*	*11.0*	*16.5*	*19.0*	*24.8*	*41.7*	*451,953*	*117,225*	*29,767*	*52,879*	*10,709*	*97,859*	*21,154*
SUBURBAN TOTAL	326.4	.1371	29.0	13.5	18.5	19.1	19.8	110.5	1,351,949	281,989	108,066	208,278	62,795	293,747	42,496
COLUMBUS	**241.0**	**.1012**	**28.5**	**16.0**	**17.7**	**16.8**	**21.7**	**80.9**	**1,119,980**	**201,499**	**93,203**	**155,056**	**67,955**	**303,559**	**31,370**
Chattahoochee	21.6	.0091	22.5	39.9	23.8	9.9	2.1	3.0	3,258	1,075	1,524				
Muscogee	171.1	.0718	29.5	14.3	17.6	17.4	23.0	60.4	980,390	148,359	80,752	137,660	66,266	287,652	25,264
• Columbus	170.2	.0714	29.5	14.3	17.5	17.4	23.0	60.0	980,390	148,359	80,752	137,660	66,266	287,652	25,264
Russell, Ala.	*48.3*	*.0203*	*31.0*	*11.5*	*15.8*	*17.9*	*25.8*	*17.5*	*136,332*	*52,065*	*10,927*	*17,396*	*1,689*	*15,907*	*6,106*
SUBURBAN TOTAL	70.8	.0298	26.3	20.1	18.3	15.4	18.7	20.9	139,590	53,140	12,451	17,396	1,689	15,907	6,106
MACON - WARNER ROBINS	**276.4**	**.1159**	**30.2**	**12.4**	**17.3**	**19.0**	**22.7**	**96.7**	**1,477,979**	**299,332**	**115,827**	**198,488**	**70,133**	**406,292**	**45,289**
Bibb	154.1	.0646	31.2	12.0	17.2	17.6	25.8	55.2	973,000	171,757	83,070	150,314	55,074	248,629	29,878
• Macon	118.9	.0499	31.3	12.5	16.7	16.3	27.6	43.8	911,538	163,420	78,082	144,909	53,241	241,696	30,335
Houston	82.9	.0348	28.8	13.0	17.8	21.4	17.6	28.2	417,300	101,355	27,861	44,362	12,929	137,943	10,400
• Warner Robins	44.1	.0185	29.0	13.1	17.7	21.5	17.9	15.7	326,387	78,572	19,909	38,902	10,233	114,617	8,372
Jones	19.0	.0080	30.4	10.4	18.0	20.1	21.6	6.3	14,405	6,515	292		1,085	751	2,473
Peach	20.4	.0085	28.4	14.8	15.8	18.2	21.4	7.0	73,274	19,705	4,604	3,812	1,045	18,969	2,538
SUBURBAN TOTAL	113.4	.0475	29.6	11.9	17.8	20.8	19.6	37.2	240,054	57,340	17,836	14,677	6,659	49,979	6,582
SAVANNAH	**230.0**	**.0966**	**30.3**	**12.6**	**17.4**	**17.2**	**24.6**	**82.0**	**1,303,570**	**255,018**	**146,389**	**167,610**	**67,473**	**301,708**	**37,713**
Chatham	208.9	.0877	30.4	12.8	17.6	17.0	24.9	74.9	1,273,824	244,339	145,766	165,654	66,297	293,974	36,925
• Savannah	144.9	.0608	30.4	13.2	17.0	16.1	26.1	52.8	1,059,553	201,728	108,585	158,201	51,077	249,515	30,738
Effingham	21.1	.0089	29.6	10.3	16.6	19.9	21.2	7.1	29,746	10,679	623	1,956	1,176	7,734	788
SUBURBAN TOTAL	85.1	.0358	30.1	11.7	18.4	19.2	21.8	29.2	244,017	53,290	37,804	9,409	16,396	52,193	6,975
OTHER COUNTIES															
Appling	16.8	.0071	29.4	10.6	15.8	17.8	23.5	5.5	57,740	17,766	4,749	3,610	2,064	13,123	1,853
Atkinson	6.3	.0026	30.0	10.4	14.8	18.0	24.6	2.0	12,449	4,544	564	555	341	2,099	379
Bacon	9.8	.0042	30.3	9.7	15.5	17.4	25.4	3.4	31,814	8,711	1,731	920	901	9,451	2,568
Baker	3.7	.0015	30.0	11.2	14.4	16.0	26.8	1.2	3,964	2,614					116
Baldwin	36.5	.0153	30.2	15.0	16.8	17.6	24.4	11.2	173,306	40,850	14,558	26,669	6,331	34,408	6,636
Banks	9.7	.0041	32.1	10.4	16.6	19.4	25.9	3.4	12,046	1,581	2,295	277	378	146	
Bartow	44.5	.0187	31.1	10.2	16.6	19.7	23.9	15.3	204,248	47,720	16,069	8,195	9,339	41,465	5,478
Ben Hill	17.2	.0072	32.1	9.8	15.9	16.3	29.1	6.1	66,800	18,247	4,251	4,954	4,207	12,941	2,825
Berrien	14.2	.0060	31.8	10.5	15.6	18.7	26.3	5.0	45,603	10,013	1,336	3,593	1,768	18,165	1,363
Bleckley	10.6	.0045	31.1	14.9	13.9	18.5	26.1	3.6	30,407	10,954	1,458	2,793	1,879	5,286	2,327
Brantley	9.9	.0041	29.3	10.0	17.2	19.1	21.2	3.4	8,075	3,750	599		1,103	470	239
Brooks	15.6	.0066	31.3	9.9	13.4	15.5	29.5	5.2	43,929	11,118	1,045	1,266	2,184	19,461	1,337
Bryan	12.4	.0052	28.5	10.6	18.0	18.4	19.9	3.9	23,982	6,395	2,364	108	354	2,839	494
Bulloch	36.4	.0153	27.1	20.5	15.6	16.0	21.7	11.8	190,933	47,237	14,743	27,950	7,984	46,587	5,367
Burke	20.1	.0084	28.8	11.1	15.1	15.1	25.5	6.4	66,462	27,844	4,850	3,126	6,538	8,893	3,076
Calhoun	5.3	.0022	31.1	10.9	13.2	14.8	30.1	1.5	11,285	3,827	93	351	504	3,509	524
Camden	16.8	.0070	27.1	17.6	16.1	17.8	19.4	5.1	69,681	21,971	4,683	3,516	2,565	17,008	1,729
Candler	7.7	.0033	33.9	9.1	14.8	16.1	32.2	2.7	32,923	9,202	743	933	730	10,526	703
Carroll	61.1	.0256	30.0	13.7	16.5	18.5	23.2	20.9	253,124	61,776	19,937	31,623	7,276	54,875	10,697
☐ Catoosa	39.8	.0167	31.1	10.2	17.8	21.6	21.5	13.8	190,257	71,460	15,269	25,657	9,959	29,905	4,189
Charlton	8.1	.0034	28.6	10.9	14.1	18.5	22.5	2.6	20,774	5,039	1,622	1,139	860	8,613	570
Chattooga	21.9	.0091	33.5	9.7	15.2	18.5	29.2	7.7	80,645	25,091	4,690	4,846	1,515	14,875	2,849
Clay	3.6	.0015	33.2	9.5	13.8	14.1	33.4	1.2	5,471	3,158	551	108			489
Clinch	6.8	.0029	29.1	10.7	15.7	17.4	23.4	2.2	12,645	5,350	745	491	530	2,509	1,151
Coffee	28.9	.0122	29.4	12.0	16.3	17.0	24.0	9.6	118,675	26,825	8,620	10,019	4,137	22,430	4,190
Colquitt	36.2	.0151	31.7	9.9	15.3	17.4	27.5	12.7	142,502	35,058	9,695	13,879	4,311	28,810	6,154
Cook	13.8	.0058	31.0	9.6	15.1	17.3	26.6	4.7	40,218	10,230	3,700	1,365	1,998	6,249	2,000
Crawford	8.4	.0035	29.9	10.9	16.2	19.6	22.1	2.4	4,962	1,861	235		112	930	
Crisp	19.8	.0083	30.4	10.6	15.6	15.7	27.1	6.9	136,315	32,963	9,167	14,585	3,988	19,681	3,804
☐ Dade	12.8	.0054	29.9	12.5	17.1	19.7	21.6	4.1	36,466	13,903	2,181	1,044	1,273	3,067	404
Dawson	5.9	.0025	31.8	9.7	17.9	19.0	25.3	2.0	8,660	1,304	235	155	335	769	117
Decatur	26.4	.0110	30.0	11.0	15.0	16.0	26.6	8.8	94,621	25,545	5,077	8,321	2,363	20,722	6,479
Dodge	17.1	.0072	32.4	9.3	15.1	17.4	28.7	6.0	77,616	22,911	9,810	8,157	1,316	13,824	3,070
Dooly	10.8	.0045	30.6	9.9	14.4	15.4	28.2	3.7	43,946	5,122	1,072	1,000	3,267	16,121	1,099
Early	13.2	.0055	30.5	9.7	13.5	16.6	27.3	4.6	41,558	12,072	1,192	3,459	927	9,423	2,274
Echols	2.3	.0010	29.2	11.0	15.9	19.0	21.8	.8	431	221	210				
Elbert	19.1	.0080	32.9	10.4	15.2	17.9	28.8	6.9	90,597	20,133	4,591	3,556	2,047	39,536	3,424
Emanuel	21.7	.0091	31.2	10.1	14.9	16.9	27.4	7.2	85,842	21,524	6,036	4,933	4,406	22,286	3,702
Evans	8.7	.0036	30.6	11.0	14.6	16.9	24.7	3.1	38,431	9,987	1,218	3,883	1,382	7,343	1,829
Fannin	15.4	.0065	36.6	8.1	15.1	18.7	33.3	5.8	45,973	18,361	3,280	4,979	986	5,338	1,429
Floyd	81.0	.0340	32.9	11.4	15.9	19.3	27.4	29.4	352,920	81,757	30,887	48,514	18,791	75,998	13,604
Franklin	16.1	.0067	34.0	10.6	14.8	19.1	29.4	5.8	83,116	17,379	1,973	2,171	2,218	35,046	2,535
Gilmer	12.1	.0051	33.9	9.9	15.4	19.9	28.4	4.2	37,313	6,286	2,356	2,664	2,035	11,568	2,862
Glascock	2.4	.0010	36.2	10.2	13.1	17.3	34.2	.8	2,594	1,022	371	173	75	151	

GA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	5C & Over								
Glynn	57.8	.0243	31.9	10.9	16.8	18.8	26.0	21.6	333,551	58,297	37,869	36,054	15,514	59,974	11,255
Gordon	33.0	.0138	31.3	10.1	16.7	20.1	23.7	11.3	138,386	28,421	13,779	12,507	16,460	13,927	5,304
Grady	21.2	.0089	31.4	10.0	14.8	17.0	27.7	7.0	81,134	28,196	2,956	3,051	1,772	19,244	1,766
Greene	12.0	.0051	31.5	10.3	14.3	15.9	29.1	3.9	29,938	13,135	1,183	1,270	1,381	7,108	718
Habersham	26.9	.0113	30.9	15.8	15.3	18.3	25.5	9.3	117,046	26,862	6,765	4,087	6,082	30,756	5,449
Hall	83.2	.0349	31.7	10.9	17.2	20.3	24.1	29.3	424,210	92,111	40,411	60,096	17,263	103,403	17,715
Hancock	9.6	.0041	29.1	10.6	14.6	15.1	26.3	2.8	13,554	5,917	969	373	190	1,411	727
Haralson	19.6	.0082	33.4	9.4	15.3	19.8	27.6	7.0	51,703	17,847	2,219	2,356	1,346	10,031	3,821
Harris	17.2	.0072	33.8	9.5	15.4	18.6	29.5	6.0	16,894	7,673	1,202	444	1,204	2,138	241
Hart	19.4	.0081	32.7	9.7	15.4	17.9	28.6	6.6	47,742	13,035	4,842	4,234	2,628	10,446	2,541
Heard	7.0	.0030	32.5	10.1	14.6	18.3	28.0	2.2	8,281	2,886	247		1,380	1,022	477
Irwin	9.4	.0039	32.9	8.9	13.9	17.3	29.8	3.3	13,[illegible]	3,991	628	299	245	2,520	809
Jasper	8.3	.0035	31.9	9.9	16.3	17.5	27.5	2.9	11,782	5,218	718	586	196	1,134	536
Jeff Davis	12.1	.0050	30.1	10.6	16.6	18.1	23.7	4.2	47,339	18,893	2,572	2,756	2,083	8,479	2,56[illegible]
Jefferson	18.9	.0080	30.5	10.2	15.4	14.9	28.1	6.4	54,545	12,302	2,734	2,550	1,903	16,855	2,918
Jenkins	8.9	.0037	30.7	11.4	15.0	16.2	27.4	2.9	25,332	10,645	824	152	700	4,566	1,283
Johnson	8.8	.0037	32.3	10.2	14.1	16.5	29.8	3.1	11,825	5,161	809	187	769	1,988	619
Lamar	12.8	.0053	31.9	10.6	15.6	17.6	27.6	4.4	30,587	10,894	2,529	3,376	605	7,238	1,697
Lanier	5.8	.0025	29.6	11.0	14.4	17.6	24.7	2.0	9,624	3,097	215	126	400	3,568	467
Laurens	38.7	.0162	32.0	10.0	15.4	17.9	27.5	13.3	210,094	44,088	14,590	24,345	10,084	54,065	7,675
Liberty	47.4	.0199	23.0	31.6	19.3	12.4	9.2	11.9	104,911	22,190	11,281	10,031	9,711	14,456	1,871
Lincoln	7.0	.0029	32.2	10.4	14.8	17.6	28.2	2.1	10,856	3,552	692	223	203	2,633	822
Long	5.1	.0022	27.0	14.8	16.8	15.8	20.8	1.7	2,655	1,344	86		67	401	93
Lowndes	73.1	.0307	28.0	15.4	17.4	17.3	20.5	24.8	395,260	70,367	35,888	38,519	19,342	93,301	17,839
Lumpkin	11.6	.0048	29.1	18.3	15.3	18.4	22.5	3.8	32,850	7,757	2,948	1,759	671	13,229	2,179
McIntosh	9.4	.0039	31.2	11.6	14.9	16.5	27.8	3.0	23,208	6,982	945	891	117	5,811	725
Macon	14.3	.0060	29.7	11.2	15.3	15.4	26.4	4.8	30,291	8,598	709	3,010	951	5,657	2,325
Marion	5.4	.0023	30.7	10.2	14.3	17.9	26.0	1.7	12,350	3,760	141	439		2,092	970
Meriwether	21.8	.0091	30.9	10.4	15.3	16.8	26.9	7.0	64,314	14,578	2,997	4,159	2,008	24,948	1,855
Miller	7.1	.0030	32.0	10.0	14.1	17.0	28.8	2.6	15,426	6,174	148	211	635	4,383	570
Mitchell	21.8	.0091	28.9	10.6	15.0	16.3	24.6	6.8	66,264	22,460	2,083	3,115	4,173	17,131	1,716
Monroe	16.0	.0067	31.8	11.5	16.4	18.7	26.1	5.2	39,546	12,831	5,150	997	453	740	2,408
Montgomery	7.3	.0031	28.9	16.7	15.3	16.1	24.6	2.3	38,916	6,432	2,892	6,407	1,908	16,191	859
Morgan	12.3	.0052	30.6	10.4	15.6	17.5	25.6	3.9	55,584	14,041	3,318	2,052	859	12,407	1,787
Murray	22.7	.0095	29.3	11.1	17.9	20.7	19.1	7.7	66,570	33,215	2,751	2,083	1,954	6,876	3,568
Oglethorpe	9.5	.0040	31.8	9.9	15.5	19.6	25.5	3.3	21,309	4,503	228	1,072	84	11,628	592
Pickens	12.8	.0054	33.4	10.1	15.8	19.7	27.8	4.7	48,062	10,401	1,538	2,267	904	17,451	3,842
Pierce	12.8	.0054	30.6	9.9	16.1	18.4	24.5	4.3	30,149	8,645	1,485	359	693	7,715	972
Pike	9.7	.0040	32.5	9.3	15.3	19.8	26.3	3.1	5,964	1,882	146	166	84	168	668
Polk	33.2	.0140	33.4	10.4	14.5	18.7	29.0	11.7	112,466	37,971	5,286	9,744	4,352	24,439	7,268
Pulaski	9.1	.0038	32.8	10.0	14.0	18.2	28.7	3.2	33,224	12,422	1,610	1,321	1,520	7,509	1,280

The Georgia Group

- Albany Herald
- Athens Banner-Herald/Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press

One convenient group buy gives you:

- 1,356,500 Population
- 468,500 Households
- $11,520,378,000 Effective Buying Income
- $6,466,824,000 Retail Sales
- $1,298,502,000 Food Sales

Represented Nationally By:
Branham Newspaper Sales
Knight Ridder Newspaper Sales

Source: S&MM's Survey of Buying Power 1982

Athens
Augusta
Macon
Columbus
Savannah
Albany

GA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Putnam	11.5	.0048	31.9	10.5	16.0	17.7	27.4	3.9	30,810	13,249	1,328	1,176	411	5,223	947
Quitman	2.3	.0010	32.6	10.0	13.2	14.1	32.7	.8	3,066	1,717		166		565	
Rabun	10.9	.0045	35.7	9.2	15.4	19.0	32.1	4.1	46,676	11,206	3,923	1,294	1,512	6,519	1,006
Randolph	9.7	.0041	31.7	11.9	13.3	14.2	31.5	3.3	19,671	7,515	691	1,105	1,239	3,102	1,132
Schley	3.6	.0015	30.3	9.2	15.1	17.7	25.1	1.1	11,102	3,243	225	353	288	3,587	
Screven	14.9	.0062	31.3	10.8	15.6	15.8	28.5	5.2	42,970	15,076	1,451	1,925	1,160	10,097	2,247
Seminole	9.5	.0040	32.0	10.4	13.9	16.6	29.3	3.2	28,666	10,636	856	1,663	1,163	6,775	1,640
Stephens	22.1	.0092	33.0	11.0	15.9	17.9	28.9	8.0	108,346	26,247	8,046	14,826	2,946	24,058	6,491
Stewart	6.0	.0026	31.6	10.3	13.1	15.4	30.2	1.9	12,539	4,080	758	425	154	2,632	804
Sumter	30.0	.0125	29.3	13.7	16.1	15.5	25.4	9.8	161,458	31,399	11,257	8,510	4,445	21,972	6,713
Talbot	6.2	.0026	31.2	10.8	15.7	16.9	27.1	2.0	7,237	1,994	331	618	64	1,307	240
Taliaferro	2.0	.0009	37.4	8.2	13.1	13.9	38.3	.8	749	119	241	60	97		
Tattnall	17.5	.0073	31.5	10.6	16.6	17.7	26.6	5.9	46,818	12,229	1,723	1,387	3,439	15,023	1,911
Taylor	7.7	.0033	32.2	10.8	13.9	18.1	28.0	2.6	17,786	4,611	432	899	423	4,423	1,199
Telfair	11.2	.0047	32.8	9.9	14.4	16.0	30.8	4.0	40,717	13,724	1,519	3,891	2,736	6,843	1,707
Terrell	12.1	.0050	30.0	10.8	14.7	15.4	27.2	4.0	35,827	11,773	2,055	930	1,164	6,342	1,065
Thomas	38.4	.0162	31.3	10.6	15.2	17.5	26.9	13.1	169,930	33,267	14,486	15,575	7,793	44,772	5,670
Tift	34.3	.0144	28.9	13.8	16.2	17.3	22.9	11.5	230,737	36,787	21,787	18,573	7,614	47,883	7,692
Toombs	24.0	.0100	30.9	10.4	15.1	18.5	25.3	8.5	82,992	25,147	5,730	5,183	3,082	14,268	2,968
Towns	6.1	.0026	37.6	13.4	12.6	16.9	36.2	2.4	17,062	3,391	1,894	1,439	596	2,861	458
Treutlen	6.1	.0025	31.4	9.8	14.8	16.1	28.7	2.1	9,233	4,184	721	171	623	716	569
Troup	52.5	.0221	31.8	11.2	16.3	16.4	28.4	18.7	277,733	56,865	18,854	26,672	16,689	64,113	10,058
Turner	9.9	.0041	30.1	10.2	14.6	16.6	26.3	3.1	43,830	12,763	2,047	2,711	2,079	9,579	725
Twiggs	9.8	.0041	29.0	12.1	14.3	17.0	24.5	3.2	7,298	2,233	140	692	293	479	121
Union	10.6	.0045	34.7	9.6	14.9	18.4	31.2	3.9	20,213	4,024	2,242	521	270	4,326	1,827
Upson	26.5	.0111	34.4	9.8	14.8	18.0	31.1	9.5	103,992	27,679	8,074	8,425	5,403	18,491	3,982
☐ Walker	56.7	.0238	32.6	10.2	15.9	19.8	26.4	20.0	188,774	75,711	5,194	7,517	5,747	22,273	4,298
Ware	37.6	.0158	31.5	10.3	15.9	17.4	27.1	13.0	233,296	44,108	13,887	44,936	11,962	48,775	7,987
Warren	6.5	.0027	32.0	9.6	14.6	15.5	30.1	2.0	11,872	3,232	442	258	443	4,346	451
Washington	19.3	.0081	30.5	11.0	15.5	16.2	26.8	6.3	69,995	20,190	4,040	5,980	1,870	19,109	3,711
Wayne	21.7	.0091	30.8	10.7	16.2	18.2	25.1	7.1	104,865	18,395	5,428	5,301	8,974	35,188	6,181
Webster	2.2	.0009	30.8	10.6	15.1	15.8	27.9	.8	3,539	553		1,682		836	
Wheeler	5.4	.0023	32.1	8.5	14.7	15.8	30.0	1.8	2,998	534	134		193	763	
White	11.3	.0047	33.6	11.3	15.4	19.8	28.0	4.0	26,147	4,922	3,323	952	718	7,420	1,306
Whitfield	69.4	.0292	30.5	11.3	17.5	20.6	21.4	24.1	397,554	77,228	30,231	51,331	48,028	80,149	11,085
Wilcox	7.8	.0032	33.5	9.4	14.3	16.1	31.8	2.6	6,263	2,114	129	793	295	763	525
Wilkes	11.2	.0047	33.8	9.9	14.8	17.6	30.7	3.9	50,340	15,408	1,427	3,074	918	10,679	2,640
Wilkinson	11.0	.0047	29.6	11.8	15.2	17.5	24.4	3.5	21,572	8,232	1,615	947	1,310	3,550	
Worth	19.2	.0080	30.3	10.6	15.9	17.8	24.7	6.2	43,594	11,134	1,772	3,672	614	14,945	2,459
TOTAL METRO COUNTIES	**3,717.3**	**1.5605**	**30.0**	**12.5**	**19.4**	**19.8**	**20.5**	**1,327.1**	**22,055,891**	**4,053,791**	**2,161,975**	**2,870,215**	**1,050,739**	**5,382,720**	**635,600**
TOTAL STATE	**5,889.6**	**2.4718**	**30.3**	**12.2**	**18.1**	**19.0**	**22.4**	**2,064.8**	**30,396,730**	**6,099,092**	**2,758,998**	**3,614,841**	**1,438,686**	**7,247,712**	**967,251**

GA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALBANY	**1,023,649**	**23,235**	**22.3**	**30.2**	**18.4**	**8.0**	**.0446**
Dougherty	886,071	22,577	22.8	30.4	17.5	7.5	.0405
• Albany	698,002	20,936	23.5	28.6	16.0	7.3	.0351
Lee	137,578	29,292	18.1	28.7	25.4	11.7	.0041
SUBURBAN TOTAL	325,647	29,121	18.6	35.1	25.3	9.8	.0095
ATHENS	**1,225,055**	**19,746**	**27.5**	**28.1**	**13.7**	**7.5**	**.0520**
Clarke	729,969	19,418	26.5	25.4	14.1	9.1	.0339
• Athens	371,422	15,910	29.7	21.7	10.6	7.3	.0202
Jackson	212,181	20,119	27.9	33.4	12.3	4.5	.0086
Madison	136,454	17,528	34.7	30.4	8.7	2.3	.0047
Oconee	146,451	26,340	21.9	30.4	20.6	11.3	.0048
SUBURBAN TOTAL	853,633	21,506	26.3	31.1	15.1	7.6	.0318
ATLANTA	**28,038,678**	**28,610**	**18.6**	**29.2**	**21.4**	**16.6**	**1.0983**
Barrow	186,676	19,779	26.0	32.5	12.2	4.7	.0081
Butts	125,202	21,570	26.1	30.0	15.9	7.7	.0044
Cherokee	570,625	25,274	21.2	35.9	20.4	7.0	.0202
Clayton	1,829,117	29,794	17.6	34.8	26.2	11.7	.0770
Cobb	5,108,157	35,689	14.0	27.0	25.7	25.6	.1858
• Marietta	529,108	25,841	21.6	30.7	17.7	15.3	.0302
Coweta	390,805	22,948	22.2	29.6	17.4	9.0	.0151
De Kalb	6,320,974	29,804	18.5	29.8	21.8	18.5	.2582
Douglas	664,544	30,373	16.6	34.1	27.7	10.9	.0247
Fayette	527,746	37,402	12.0	23.8	33.1	22.5	.0162
Forsyth	312,913	23,671	23.6	33.8	16.9	8.6	.0111
Fulton	7,058,621	23,390	21.7	24.9	15.2	16.5	.2978
• Atlanta	4,386,271	19,239	24.5	24.5	12.3	11.7	.1948
Gwinnett	2,754,832	33,087	14.1	32.3	29.2	16.3	.0964
Henry	416,460	27,077	19.3	34.4	21.9	9.6	.0143
Newton	341,066	24,401	21.9	32.8	19.7	8.7	.0127
Paulding	245,160	22,245	23.0	35.6	14.7	5.0	.0088
Rockdale	472,835	31,269	16.4	31.4	25.9	15.4	.0182
Spalding	433,467	21,320	25.8	30.6	15.0	7.8	.0188
Walton	279,478	21,682	25.3	30.8	16.2	7.0	.0105
SUBURBAN TOTAL	23,123,299	30,764	17.2	30.1	23.7	17.9	.8733
AUGUSTA	**3,444,858**	**22,643**	**23.8**	**30.6**	**16.7**	**8.8**	**.1376**
Columbia	525,393	28,084	19.2	31.9	22.9	12.6	.0171
McDuffie	138,084	17,268	28.9	30.7	8.3	3.7	.0066
Richmond	1,698,268	21,344	25.1	29.5	14.9	8.8	.0729
• Augusta	367,630	13,784	27.8	20.7	8.0	5.6	.0191
Aiken, S. C.	*1,083,113*	*23,477*	*22.8*	*32.3*	*18.2*	*7.9*	*.0410*
SUBURBAN TOTAL	3,077,228	24,189	23.1	32.4	18.2	9.3	.1185
COLUMBUS	**2,037,241**	**19,830**	**26.4**	**30.0**	**13.0**	**6.6**	**.0855**
Chattahoochee	192,687	24,440	27.5	43.0	14.2	8.1	.0056
Muscogee	1,499,947	20,403	26.3	30.1	13.7	7.3	.0661
• Columbus	1,491,296	20,420	26.3	30.0	13.8	7.3	.0659
Russell, Ala.	*344,607*	*16,711*	*26.9*	*27.8*	*10.2*	*3.8*	*.0138*
SUBURBAN TOTAL	545,945	18,178	26.9	30.0	10.8	4.5	.0196
MACON - WARNER ROBINS	**2,775,681**	**25,334**	**21.1**	**28.2**	**20.0**	**12.4**	**.1112**
Bibb	1,468,631	22,995	22.4	28.0	17.6	10.3	.0639
• Macon	1,097,238	20,952	23.7	27.6	15.5	8.8	.0524
Houston	940,061	31,217	18.3	28.1	25.1	17.7	.0348
• Warner Robins	515,511	31,543	17.8	28.9	26.1	16.9	.0213
Jones	181,980	25,838	21.2	32.6	20.9	9.4	.0055
Peach	185,009	21,639	22.5	25.3	17.5	10.6	.0070
SUBURBAN TOTAL	1,162,932	28,257	19.4	28.6	22.7	14.7	.0375
SAVANNAH	**2,256,071**	**23,258**	**22.6**	**27.9**	**17.5**	**11.5**	**.0933**
Chatham	2,076,843	23,191	22.7	27.3	17.4	12.0	.0873
• Savannah	1,345,131	20,696	24.2	26.5	15.0	10.0	.0628

GA. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group				Buying Power Index
			A	B	C	D	
Effingham	179,228	23,899	21.7	34.0	18.2	6.2	.0060
SUBURBAN TOTAL	910,940	28,244	19.7	30.3	21.9	14.3	.0305
OTHER COUNTIES							
Appling	105,157	15,712	30.2	27.1	7.7	3.6	.0049
Atkinson	31,153	12,657	32.8	20.0	4.5	2.4	.0014
Bacon	77,814	18,949	24.6	28.9	10.6	8.3	.0031
Baker	21,573	15,231	29.0	24.5	7.5	3.2	.0008
Baldwin	343,411	24,540	24.5	29.7	17.1	13.2	.0138
Banks	74,753	19,400	30.7	33.7	9.9	4.6	.0024
Bartow	346,237	20,461	27.5	35.0	12.7	3.7	.0154
Ben Hill	121,834	16,049	28.2	26.0	10.7	3.6	.0052
Berrien	103,869	18,123	28.6	30.1	10.2	3.9	.0043
Bleckley	83,070	19,114	27.0	29.3	14.4	4.3	.0023
Brantley	79,054	21,122	25.2	32.8	15.1	5.4	.0025
Brooks	97,029	14,510	28.1	22.9	9.1	4.1	.0043
Bryan	73,179	17,394	30.7	34.1	6.1	2.1	.0029
Bulloch	264,226	18,076	28.9	28.9	10.6	5.2	.0127
Burke	151,546	18,980	25.5	25.3	14.8	7.6	.0061
Calhoun	27,106	14,950	26.6	25.5	7.4	3.9	.0013
Camden	127,186	21,389	23.4	27.1	17.3	8.6	.0055
Candler	50,509	14,394	32.4	23.2	6.9	4.1	.0023
Carroll	513,900	21,805	24.2	33.0	15.2	6.4	.0210
☐ Catoosa	337,083	23,180	23.3	34.9	18.2	4.8	.0143
Charlton	58,469	19,766	27.5	31.4	13.2	4.8	.0023
Chattooga	154,230	18,155	30.3	32.5	9.6	2.5	.0067
Clay	21,922	12,744	27.4	18.6	8.4	5.3	.0008
Clinch	51,326	19,093	28.9	25.9	16.4	5.5	.0019
Coffee	202,478	17,284	28.6	28.6	9.4	5.1	.0092
Colquitt	296,157	19,227	28.3	27.9	13.5	6.7	.0120
Cook	93,946	16,924	33.8	27.9	8.4	3.7	.0040
Crawford	58,225	21,719	22.6	34.6	14.5	4.9	.0019
Crisp	137,406	16,306	26.9	27.5	8.8	4.1	.0074
☐ Dade	86,441	19,075	26.0	34.0	11.0	2.7	.0037
Dawson	39,752	17,714	28.2	31.2	10.4	2.3	.0015
Decatur	196,017	18,755	27.5	29.0	12.2	5.3	.0082
Dodge	120,728	16,615	24.9	25.6	10.4	5.4	.0056
Dooly	58,810	13,217	32.1	20.4	5.5	2.5	.0030
Early	90,695	14,701	26.5	24.1	9.6	5.2	.0038
Echols	19,154	21,667	21.6	31.4	15.0	7.8	.0005
Elbert	137,208	17,403	29.8	30.3	9.2	3.0	.0064
Emanuel	140,074	15,358	30.7	26.2	6.5	4.7	.0065
Evans	60,782	16,366	31.4	27.0	7.5	4.5	.0028
Fannin	99,860	14,303	32.5	25.0	6.4	2.2	.0043
Floyd	741,416	22,078	24.9	31.4	16.6	7.3	.0293
Franklin	125,202	18,842	25.9	30.0	12.5	4.4	.0057
Gilmer	79,858	16,083	31.1	29.9	7.0	2.2	.0035
Glascock	17,208	17,000	26.6	26.2	9.4	7.0	.0006
Glynn	570,726	22,527	23.6	30.6	16.0	9.2	.0237
Gordon	253,488	20,120	28.6	33.3	12.8	4.3	.0109
Grady	131,907	15,749	30.2	26.5	9.1	2.9	.0062
Greene	76,103	16,826	29.6	29.1	8.8	2.8	.0032
Habersham	226,416	20,743	27.5	33.0	13.4	5.5	.0093
Hall	814,361	24,533	22.9	32.3	18.1	10.1	.0326
Hancock	45,716	13,129	33.0	21.9	4.5	2.4	.0021
Haralson	147,086	18,567	29.2	32.0	10.2	3.7	.0057
Harris	160,021	23,459	21.4	29.8	16.3	10.2	.0048
Hart	142,497	18,972	29.7	31.7	10.8	4.4	.0056
Heard	51,974	20,413	27.8	30.2	15.6	5.4	.0017
Irwin	61,386	14,587	34.7	20.2	9.1	4.1	.0022
Jasper	73,032	20,930	24.2	27.8	17.2	7.8	.0025
Jeff Davis	86,019	18,271	29.2	31.6	9.3	4.2	.0037
Jefferson	126,274	15,415	26.6	24.7	9.8	4.8	.0053
Jenkins	49,854	13,228	29.2	22.6	5.9	3.5	.0023
Johnson	60,510	15,840	26.7	28.5	8.7	3.4	.0022
Lamar	100,963	23,202	26.4	31.1	13.0	6.4	.0037
Lanier	40,693	16,661	30.0	25.6	10.6	5.3	.0015
Laurens	303,877	18,713	27.5	27.4	13.3	6.1	.0140
Liberty	335,449	17,980	35.8	30.4	9.2	4.1	.0129
Lincoln	44,526	18,611	27.7	33.7	9.8	3.0	.0017
Long	32,919	16,071	29.6	27.1	11.1	3.0	.0011
Lowndes	578,795	19,092	28.2	29.1	12.1	6.3	.0266
Lumpkin	99,692	20,940	26.2	30.3	16.5	5.6	.0036
McIntosh	55,183	15,434	27.9	26.5	8.9	2.3	.0024
Macon	111,094	18,169	25.5	24.6	12.2	8.6	.0041
Marion	31,760	16,074	26.8	24.0	7.8	5.2	.0013
Meriwether	165,207	20,182	23.8	28.8	14.1	7.5	.0065
Miller	40,866	12,989	32.8	21.0	6.0	2.0	.0017
Mitchell	145,554	17,331	25.3	26.1	11.6	6.0	.0063
Monroe	118,874	19,921	27.4	32.2	12.3	5.3	.0045
Montgomery	45,785	15,307	33.2	23.0	8.3	5.1	.0024
Morgan	79,371	17,196	30.9	29.5	9.8	3.3	.0040
Murray	171,761	20,363	27.3	36.8	9.9	4.4	.0067
Oglethorpe	75,043	19,734	26.8	30.8	13.4	3.2	.0027
Pickens	98,978	17,559	30.6	28.4	9.5	4.9	.0041
Pierce	86,545	17,642	26.7	29.9	10.1	4.3	.0035
Pike	78,475	22,641	24.2	30.2	18.6	7.2	.0024
Polk	271,316	20,652	23.9	31.3	14.3	5.9	.0107
Pulaski	73,575	19,187	23.6	26.4	15.7	6.3	.0029
Putnam	91,335	20,823	23.0	31.3	13.1	7.3	.0035
Quitman	12,800	12,469	30.4	21.6	4.9	2.5	.0005
Rabun	89,633	18,119	29.0	28.2	10.6	6.2	.0038
Randolph	61,725	13,239	26.1	24.8	5.0	4.0	.0024
Schley	20,788	16,914	24.6	27.3	9.5	3.8	.0009
Screven	102,383	14,960	27.7	24.0	8.7	4.9	.0042
Seminole	66,194	16,750	25.8	25.2	11.2	5.8	.0028
Stephens	171,178	18,457	30.6	32.9	9.7	3.1	.0077
Stewart	30,986	12,825	27.8	22.9	5.4	2.8	.0014
Sumter	241,530	20,250	24.7	28.5	13.2	8.9	.0110
Talbot	40,255	17,169	29.6	28.9	9.1	4.2	.0014
Taliaferro	10,358	10,750	33.4	17.0	2.0	.6	.0004
Tattnall	118,587	15,187	31.4	23.9	9.5	3.5	.0048
Taylor	67,520	19,929	23.2	25.0	13.4	11.5	.0024
Telfair	74,668	14,784	29.8	24.1	8.3	3.8	.0033
Terrell	85,257	16,979	24.3	24.4	12.0	6.5	.0035
Thomas	311,266	19,872	26.8	29.8	13.2	6.6	.0132
Tift	282,418	19,769	26.5	27.9	13.9	7.6	.0138
Toombs	176,525	17,036	26.2	26.7	10.6	5.1	.0073
Towns	49,426	15,261	29.6	26.5	6.5	4.7	.0019
Treutlen	39,848	14,810	27.0	24.0	7.8	5.2	.0015
Troup	463,964	21,216	23.3	29.7	15.2	7.7	.0198
Turner	51,530	13,191	32.0	20.8	5.3	3.3	.0029
Twiggs	76,804	21,812	23.5	31.0	17.0	6.0	.0024
Union	71,974	14,667	33.9	22.8	8.8	4.4	.0028
Upson	223,546	20,339	27.6	32.4	12.9	5.5	.0090
☐ Walker	465,988	20,842	27.0	33.8	13.2	5.1	.0181
Ware	299,421	18,957	26.8	28.3	12.9	6.4	.0144
Warren	42,072	17,565	25.5	29.6	8.6	6.2	.0016
Washington	143,260	18,363	26.0	26.4	13.1	6.6	.0060
Wayne	164,953	18,789	28.0	26.6	14.5	5.9	.0075
Webster	17,680	16,476	27.9	23.0	11.3	7.6	.0005
Wheeler	32,761	14,424	29.7	24.6	7.7	3.6	.0012
White	82,869	17,406	26.1	31.7	8.2	3.8	.0032
Whitfield	613,800	22,652	25.5	35.1	18.8	7.0	.0270
Wilcox	43,627	13,630	29.4	24.3	8.3	1.8	.0015
Wilkes	81,092	17,343	25.1	27.4	11.4	4.7	.0038
Wilkinson	85,222	22,118	23.5	33.5	14.7	6.6	.0030
Worth	140,978	19,823	24.8	30.2	13.6	5.7	.0054
TOTAL METRO COUNTIES	**40,263,025**	**26,368**	**20.4**	**29.2**	**19.8**	**14.1**	**1.6038**
TOTAL STATE	**57,000,458**	**23,393**	**22.8**	**29.2**	**17.1**	**11.2**	**2.3039**

Is a college dorm a 'household'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

WE DELIVER PARADISE

Hawaii ranks 4th nationwide in median household effective buying income (EBI).*

The Honolulu Advertiser and the Honolulu Star-Bulletin cover the entire state with a single discounted unit rate. On Oahu, the major market area, these newspapers reach more than seven out of ten households. There is only one way to reach the booming Honolulu market and its 4 million annual tourists.

*1984 S&MM Survey of Buying Power

The Honolulu Advertiser
independent, editorially competitive newspapers serving all Hawaii
Honolulu Star-Bulletin

605 Kapiolani Blvd., Honolulu, Hawaii 96813 (808) 525-8000

Represented nationally by Gannett Newspaper Advertising Sales New York, Atlanta, Chicago, Detroit, Los Angeles, San Francisco, Dallas, Philadelphia.

HAWAII

HAWAII
S&MM ESTIMATES

POPULATION—12/31/84 · RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
HONOLULU	**818.5**	**.3435**	**29.6**	**14.2**	**20.0**	**18.7**	**20.6**	**253.8**	**4,804,259**	**832,535**	**877,940**	**699,173**	**159,895**	**622,781**	**289,491**
Honolulu	818.5	.3435	29.6	14.2	20.0	18.7	20.6	253.8	4,804,259	832,535	877,940	699,173	159,895	622,781	289,491
• Honolulu	388.0	.1629	32.8	12.4	20.5	18.5	27.0	139.1	3,466,753	536,407	704,670	514,085	128,786	356,726	190,384
SUBURBAN TOTAL	430.5	.1806	26.7	15.8	19.[illegible]	18.8	14.8	114.7	1,337,506	296,128	173,270	185,088	31,109	266,055	99,107
OTHER COUNTIES															
Hawaii	107.1	.0450	30.9	10.2	18.6	17.3	25.1	34.3	601,072	166,370	72,213	44,495	26,320	93,114	31,846
Kauai	43.9	.0184	31.4	9.6	18.5	17.2	26.1	13.7	290,794	82,197	44,113	17,208	9,514	32,718	14,662
Maui	84.4	.0354	31.2	10.2	19.6	17.6	25.0	27.0	667,355	157,892	116,592	62,482	27,291	61,882	28,061
TOTAL METRO COUNTIES	**818.5**	**.3435**	**29.6**	**14.2**	**20.0**	**18.7**	**20.6**	**253.8**	**4,804,259**	**832,535**	**877,940**	**699,173**	**159,895**	**622,781**	**289,491**
TOTAL STATE	**1,053.9**	**.4423**	**30.0**	**13.3**	**19.6**	**18.4**	**21.7**	**328.8**	**6,363,480**	**1,239,994**	**1,110,858**	**823,358**	**223,020**	**810,495**	**364,060**

HAWAII
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
HONOLULU	**9,438,158**	**32,161**	**18.6**	**26.5**	**21.9**	**23.4**	**.3630**
Honolulu	9,438,158	32,161	18.6	26.5	21.9	23.4	.3630
• Honolulu	4,991,595	30,413	19.2	26.8	19.5	23.0	.2097
SUBURBAN TOTAL	4,446,563	34,210	17.8	26.3	24.8	23.8	.1533
OTHER COUNTIES							
Hawaii	1,002,811	25,521	22.3	29.9	18.7	13.2	.0423
Kauai	433,429	28,557	20.1	32.0	22.8	14.4	.0189
Maui	823,594	27,096	20.3	31.3	19.8	14.1	.0385
TOTAL METRO COUNTIES	**9,438,158**	**32,161**	**18.6**	**26.5**	**21.9**	**23.4**	**.3630**
TOTAL STATE	**11,697,992**	**30,724**	**19.2**	**27.5**	**21.4**	**21.2**	**.4627**

IDAHO

IDAHO
S&MM ESTIMATES

POPULATION—12/31/84 · RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
BOISE	**195.3**	**.0820**	**29.6**	**12.4**	**20.1**	**18.7**	**20.4**	**72.0**	**952,580**	**231,361**	**114,521**	**76,806**	**60,607**	**172,755**	**53,029**
Ada	195.3	.0820	29.6	12.4	20.1	18.7	20.4	72.0	952,580	231,361	114,521	76,806	60,607	172,755	53,029
• Boise	110.0	.0462	30.4	14.0	20.2	17.6	23.2	43.8	749,026	161,361	94,197	65,836	51,019	143,904	38,123
SUBURBAN TOTAL	85.3	.0358	28.5	10.4	20.2	20.1	16.8	28.2	203,554	70,000	20,324	10,970	9,588	28,851	14,906

IDAHO (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Adams	3.6	.0015	32.8	8.7	15.3	20.0	26.7	1.2	8,107	4,087	516			1,080	79
Bannock	69.8	.0293	27.3	14.6	19.1	16.3	18.9	23.8	321,864	69,978	27,547	41,898	12,541	71,776	18,231
Pocatello	45.6	.0191	27.6	16.6	19.4	15.5	20.2	16.5	267,660	55,914	22,464	30,703	10,642	64,772	17,369
Bear Lake	7.3	.0031	28.4	9.4	14.5	15.0	25.5	2.5	25,318	9,124	1,042	911	773	3,324	331
Benewah	9.0	.0037	31.0	9.3	17.4	18.9	24.1	3.1	25,539	11,193	1,682		134	5,674	1,733
Bingham	38.9	.0164	26.3	9.8	15.8	16.5	19.7	11.5	104,746	34,229	6,335	4,873	3,524	27,115	3,910
Blaine	11.9	.0049	30.0	12.4	28.0	19.7	16.2	4.9	92,070	34,312	14,964	342	7,330	7,617	4,927
Boise	3.4	.0015	30.9	9.4	19.4	18.8	23.3	1.4	2,572	944	482	59	92	114	
Bonner	28.0	.0117	32.1	8.3	19.0	18.4	26.1	9.5	120,230	35,657	10,502	2,951	5,383	26,239	6,309
Bonneville	69.8	.0293	27.2	11.4	17.4	17.8	18.6	22.4	414,612	87,709	30,604	47,575	28,044	82,033	15,272
Boundary	7.9	.0033	30.8	8.2	17.7	17.8	24.7	2.6	34,956	12,536	2,002	1,950	536	6,334	733
Butte	3.5	.0015	29.5	8.5	15.4	17.3	24.3	1.1	9,161	1,173	561		690	1,966	1,200
Camas	.8	.0003	31.1	9.9	15.3	20.6	23.4	.3	1,091	209	401	319			
Canyon	88.1	.0370	30.1	11.3	16.1	16.9	25.3	29.5	427,969	102,310	28,319	45,406	15,269	100,742	14,898
Caribou	9.3	.0039	26.1	10.9	16.8	16.6	18.5	3.1	30,401	8,021	1,801	1,436	1,749	8,178	999
Cassia	20.6	.0087	27.2	10.1	15.1	15.8	22.4	6.3	164,735	38,379	10,804	8,011	7,308	44,707	9,700
Clark	.8	.0003	29.8	10.3	13.5	21.1	21.8	.3	1,297	170	313	68		54	
Clearwater	9.8	.0041	31.3	9.6	16.5	20.7	23.2	3.5	25,558	9,537	3,832	607	1,076	5,106	471
Custer	4.4	.0019	33.5	7.3	16.5	20.1	27.4	1.8	20,873	6,079	1,789		610	776	680
Elmore	21.8	.0091	25.2	19.0	19.3	17.2	13.9	6.8	73,060	20,714	4,990	2,222	1,156	16,623	2,354
Franklin	9.5	.0040	27.0	9.1	12.9	14.5	25.2	2.8	38,176	7,084	1,438	1,702	2,468	5,339	1,276
Fremont	11.4	.0048	26.9	9.4	14.5	16.2	22.0	3.7	25,826	7,644	2,163	899	833	4,491	521
Gem	12.5	.0052	32.9	9.0	14.3	17.6	29.5	4.3	31,470	12,001	1,781	1,554	1,228	5,978	1,141
Gooding	12.8	.0054	33.6	8.9	14.0	17.0	31.1	4.5	39,690	8,825	3,644	4,299	1,185	5,602	2,036
Idaho	15.0	.0063	32.2	9.3	15.9	18.2	27.4	5.3	35,280	12,091	3,138	2,131	2,200	3,762	2,238
Jefferson	16.7	.0070	25.7	10.4	15.4	15.7	20.0	4.9	40,952	21,902	1,057	601	999	5,417	2,066
Jerome	16.2	.0068	30.3	10.0	16.0	16.8	23.6	5.5	54,252	17,551	3,033	3,329	2,110	7,906	969
Kootenai	70.0	.0294	31.5	9.7	17.9	19.2	24.5	24.7	291,692	77,724	24,721	17,149	9,985	67,198	13,230
Latah	28.9	.0121	27.0	24.3	19.5	15.0	19.5	10.3	141,015	31,066	11,033	19,438	9,099	26,345	8,894
Lemhi	7.9	.0033	32.5	8.3	16.4	18.8	27.0	2.9	34,482	6,248	2,419	1,779	723	7,218	1,210
Lewis	4.0	.0017	33.5	9.1	14.7	18.3	29.5	1.4	12,068	4,009	1,074	619	88	365	980
Lincoln	3.5	.0015	31.5	8.5	16.6	16.3	27.9	1.2	12,602	2,272	842	594	1,078	203	1,173
Madison	21.5	.0090	21.9	30.8	12.5	11.2	12.6	5.4	100,690	18,882	5,494	7,715	18,782	14,318	6,475
Minidoka	20.9	.0088	27.9	10.6	15.2	15.9	23.3	6.6	48,792	15,413	2,965	1,631	1,965	11,700	1,098
Nez Perce	33.5	.0140	32.5	10.9	16.7	18.1	27.8	12.5	211,315	45,123	17,910	29,977	11,859	49,537	12,480
Oneida	3.4	.0015	32.7	7.4	12.5	14.9	32.2	1.1	9,301	2,546	602	565	238	2,863	
Owyhee	8.8	.0036	29.3	10.2	14.6	16.1	23.5	2.8	22,537	9,889	1,041	1,723	535	1,135	384
Payette	16.6	.0070	33.1	8.9	13.9	17.8	29.6	5.9	37,638	13,685	2,263	1,461	2,472	8,117	870
Power	7.5	.0032	28.4	9.1	18.6	17.4	20.3	2.5	14,043	5,516	2,334	374	296	700	314
Shoshone	17.8	.0074	30.5	10.1	17.3	17.4	24.8	6.2	67,511	34,824	4,235	233	1,240	8,561	3,039
Teton	3.2	.0014	27.9	10.1	17.3	15.1	22.7	.9	10,816	2,704	1,051	975	500	669	88
Twin Falls	56.2	.0236	31.5	10.6	15.8	17.3	27.2	19.5	322,886	68,963	25,451	33,459	18,432	72,436	17,412
Valley	6.5	.0027	31.2	8.8	22.5	19.4	22.0	2.2	34,120	9,608	4,797	1,046	980	2,404	302
Washington	8.8	.0037	34.7	7.7	13.7	16.1	33.4	3.1	18,847	6,328	1,940	2,170	292	2,882	944
TOTAL METRO COUNTIES	195.3	.0820	29.6	12.4	18.1	18.7	20.4	72.0	983,580	231,261	114,881	[illegible]	60,607	172,758	58,059
TOTAL STATE	1,017.1	.4269	29.3	11.9	17.5	17.4	22.6	348.2	4,502,743	1,130,570	389,469	370,762	286,415	992,290	215,429

IDAHO

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BOISE	2,117,295	25,953	23.1	32.5	19.8	11.5	.0795
Ada	2,117,295	25,953	23.1	32.5	19.8	11.5	.0795
• Boise	1,272,353	25,001	24.2	31.4	18.6	11.6	.0513
SUBURBAN TOTAL	844,942	27,305	21.4	34.1	21.7	11.4	.0282
OTHER COUNTIES							
Adams	25,063	19,600	28.3	36.2	9.1	3.6	.0010
Bannock	616,286	24,024	23.2	36.1	17.6	6.6	.0252
Pocatello	422,042	23,403	23.6	35.2	17.2	6.5	.0182
Bear Lake	38,397	22,095	24.4	37.6	13.0	4.8	.0024
Benewah	76,476	24,083	19.2	37.7	15.8	6.1	.0028

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Bingham	314,885	24,949	22.4	33.3	18.9	9.7	.0118
Blaine	130,749	21,511	29.2	31.5	14.0	8.9	.0056
Boise	34,383	22,929	25.1	37.7	15.6	4.7	.0011
Bonner	193,479	16,849	30.1	28.6	9.6	3.2	.0089
Bonneville	648,341	26,840	20.9	34.8	20.9	10.7	.0279
Boundary	50,919	17,471	29.5	31.6	9.5	2.3	.0026
Butte	29,339	22,308	23.3	30.5	16.5	8.6	.0010
Camas	8,462	24,625	21.7	40.4	13.3	11.3	.0003
Canyon	707,776	20,661	28.7	32.4	13.7	5.7	.0310
Caribou	87,596	27,663	18.2	40.7	18.7	8.5	.0031
Cassia	141,890	19,713	30.0	32.2	12.7	4.4	.0064

Whose Income is not Included in 'Total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

IDAHO (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Clark	6,770	19,900	30.0	36.0	7.3	6.3	.0001
Clearwater	94,119	25,449	21.8	35.1	19.8	7.5	.0034
Custer	41,565	19,776	30.0	31.3	12.2	5.9	.0016
Elmore	149,948	17,663	41.0	30.5	8.1	2.7	.0065
Franklin	59,392	19,823	32.8	37.2	9.4	2.7	.0026
Fremont	96,768	23,643	22.7	35.0	17.2	7.5	.0033
Gem	84,664	16,835	28.4	29.9	9.8	2.8	.0035
Gooding	96,218	17,834	32.9	28.9	9.6	4.5	.0038
Idaho	103,077	17,324	33.4	30.7	8.8	1.8	.0041
Jefferson	107,995	20,260	27.1	34.6	12.5	3.6	.0045
Jerome	129,270	20,574	29.4	33.9	11.9	6.0	.0051
Kootenai	648,207	23,278	25.2	30.7	18.1	8.5	.0252
Latah	278,375	22,212	26.5	29.7	16.5	8.8	.0111
Lemhi	56,782	17,356	33.7	29.4	10.1	2.1	.0025
Lewis	37,102	24,176	23.9	33.0	19.4	7.1	.0014
Lincoln	22,991	16,977	33.7	30.8	7.3	2.3	.0011
Madison	140,045	22,065	28.1	33.5	14.4	8.0	.0068
Minidoka	184,209	24,915	23.4	37.2	17.8	8.5	.0065
Nez Perce	341,337	24,743	21.6	29.4	19.3	10.2	.0142
Oneida	22,533	18,500	29.9	32.7	10.3	2.4	.0010
Owyhee	52,009	15,018	33.9	22.9	6.0	3.8	.0022
Payette	122,748	17,936	31.9	29.9	9.6	4.0	.0046
Power	67,833	24,549	22.1	35.7	17.1	8.2	.0024
Shoshone	197,359	30,453	18.0	28.6	24.7	15.2	.0069
Teton	19,175	18,828	32.5	32.0	11.1	3.2	.0008
Twin Falls	510,395	22,350	26.7	33.4	14.7	8.3	.0222
Valley	55,036	22,614	27.6	35.5	17.4	5.4	.0023
Washington	66,737	17,295	31.2	26.4	10.5	5.9	.0025
TOTAL METRO COUNTIES	**2,117,295**	**25,953**	**23.1**	**32.5**	**19.8**	**11.5**	**.0795**
TOTAL STATE	**9,033,995**	**22,705**	**25.7**	**32.5**	**16.3**	**8.0**	**.3646**

ILLINOIS

ILL.
S&MM ESTIMATES

POPULATION—12/31/84 | RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	House-ho'ds (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Auto-motive ($000)	Drug ($000)
AURORA - ELGIN	**339.8**	**.1426**	**29.8**	**11.3**	**18.7**	**18.9**	**21.4**	**118.0**	**1,602,306**	**318,477**	**147,377**	**194,114**	**59,815**	**282,125**	**80,127**
Kane	299.0	.1255	29.9	11.5	18.6	18.6	21.8	104.0	1,517,137	296,056	141,825	189,209	55,971	263,064	77,609
• Aurora	87.1	.0366	28.8	12.6	19.1	16.0	22.1	30.6	621,185	67,193	48,221	173,995	29,398	91,033	17,673
• Elgin	68.7	.0288	30.7	12.3	20.1	16.2	25.1	26.1	404,318	73,041	23,592	30,194	17,708	94,502	24,441
Kendall	40.8	.0171	29.5	10.3	18.9	21.3	18.2	14.0	85,169	22,421	5,552	4,905	3,844	19,061	2,518
SUBURBAN TOTAL	184.0	.0772	30.0	10.3	17.8	21.4	19.7	61.3	576,803	178,243	75,564	10,075	12,709	96,590	38,013

GCN

AURORA
Beacon-News
(312) 844-3858

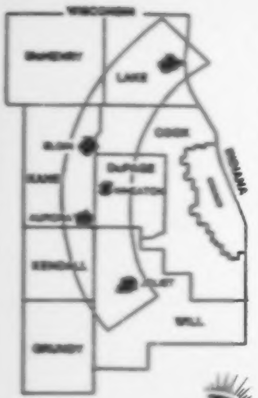
JOLIET
Herald-News
(815) 729-6137

ELGIN
Courier-News
(312) 888-7790

WHEATON
Daily Journal
(312) 231-7971

LAKE CO.
News-Sun
(312) 336-7000

GREATER CHICAGO NEWSPAPERS



In the Chicago market, Greater Chicago Newspapers have always been a "market apart," reaching households NOT reached by the Chicago Sun-Times and the Chicago Tribune.

Greater Chicago Newspapers now reach over 167,000 households in affluent Lake, Kane, Will, Kendall and Grundy counties. These same counties have an average EBI of nearly $32,000 and represent some of the strongest buying power in the nation.

Recent data ranking household buying power in 315 metropolitan areas across the nation places Lake County, IL, as 5th; Will and Grundy counties,12th; and Kane and Kendall counties, 17th!

To complete your Chicago buy, you need GCN — the "market apart," ideal for upscale marketers.

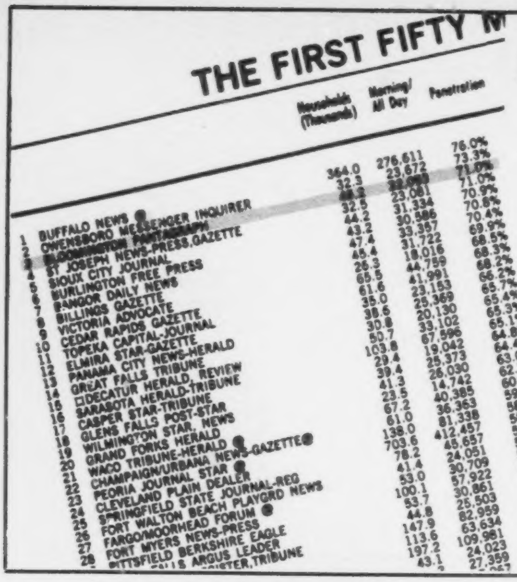
Source: 1984 Sales and Marketing Management's Survey of Buying Power

★ 22% Group Discount Rate
★ 96% Home Delivery
★ News Plan Discounts
★ SAU Price Structure

Copley Newspapers

A MARKET APART

Represented Nationally by Sawyer, Ferguson, Walker Co., Inc.



THE FIRST FIFTY M

		Households (Thousands)	Morning/ All Day	Penetration
1	BUFFALO NEWS	364.0	276,611	76.0%
2	OWENSBORO MESSENGER INQUIRER	32.3	23,672	73.3%
3	BLOOMINGTON PANTAGRAPH	[illegible]	[illegible]	71.0%
4	ST JOSEPH NEWS-PRESS,GAZETTE	32.5	23,081	71.0%
5	SIOUX CITY JOURNAL	44.2	31,334	70.9%
6	BURLINGTON FREE PRESS	43.2	30,586	70.8%
7	BANGOR DAILY NEWS	47.4	33,357	70.4%
8	BILLINGS GAZETTE	45.4	31,722	69.9%
9	VICTORIA ADVOCATE	26.3	18,016	68.5%
10	CEDAR RAPIDS GAZETTE	65.5	44,759	68.3%
11	TOPEKA CAPITAL-JOURNAL	61.6	41,991	68.2%
12	ELMIRA STAR-GAZETTE	35.0	23,153	66.2%
13	PANAMA CITY NEWS-HERALD	38.6	25,369	65.7%
14	GREAT FALLS TRIBUNE	30.8	20,130	65.4%
15	□DECATUR HERALD, REVIEW	50.7	33,102	65.3%
16	SARASOTA HERALD-TRIBUNE	103.8	67,596	65.1%
17	CASPER STAR-TRIBUNE	29.4	19,042	64.8%
18	GLENS FALLS POST-STAR	39.4	25,373	64.4%
19	WILMINGTON STAR, NEWS	41.3	26,030	63.0%
20	GRAND FORKS HERALD	23.5	14,742	62.7%
21	WACO TRIBUNE-HERALD ●	67.2	40,385	60.1%
22	CHAMPAIGN/URBANA NEWS-GAZETTE●	61.0	36,363	59.6%
23	PEORIA JOURNAL STAR ●	138.0	81,338	58.9%
24	CLEVELAND PLAIN DEALER	703.6	412,457	58.6%
25	SPRINGFIELD STATE JOURNAL-REG	78.2	45,657	58.4%
26	FORT WALTON BEACH PLAYGRD NEWS	41.4	24,051	58.1%
27	FARGO/MOORHEAD FORUM ●	53.0	30,709	57.9%
28	FORT MYERS NEWS-PRESS	100.1	57,922	57.9%
	PITTSFIELD BERKSHIRE EAGLE	53.7	30,861	57.5%
	FALLS ARGUS LEADER	44.8	25,503	56.9%
	GISTER,TRIBUNE	147.9	82,959	56.1%
		113.6	63,634	56.0%
		197.2	109,981	55.8%
		43.1	24,023	55.7%
			27,359	55.5%

First in Illinois, third in the nation

The Pantagraph ranks first in the state of Illinois with 71% coverage of Bloomington/Normal MSA households, and places third in the nation among morning newspapers. No one else can give you that kind of coverage in McLean County, an area that accounts for nearly one-fourth of all retail sales in the Peoria ADI, and is predicted to grow 9% faster than the state of Illinois in effective buying income. Call for more details about the young, affluent, upscale, educated market that The Pantagraph delivers.

The Pantagraph
P.O. Box 2907
Bloomington, IL 61702-2907
309/829-9411

Represented nationally by Sawyer Ferguson Walker Co., Inc.

SOURCES: Belden CMS/1983; S&MM 1984 Survey of Buying Power; Circulation '84/'85

ILL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BLOOMINGTON - NORMAL	**124.2**	**.0521**	**28.0**	**21.7**	**17.3**	**15.9**	**21.8**	**45.0**	**718,804**	**122,516**	**70,021**	**103,387**	**33,341**	**141,470**	**28,604**
McLean	124.2	.0521	28.0	21.7	17.3	15.9	21.8	45.0	718,804	122,516	70,021	103,387	33,341	141,470	28,604
• Bloomington	47.3	.0199	30.3	17.1	20.0	14.7	25.9	20.2	502,794	66,119	45,756	80,514	26,151	127,552	19,324
• Normal	36.6	.0154	23.4	41.6	14.1	13.4	13.0	10.4	137,292	35,617	16,541	20,233	5,077	1,451	8,522
SUBURBAN TOTAL	40.3	.0168	31.9	9.0	17.5	19.5	25.1	14.4	78,718	20,780	7,724	2,640	2,113	12,467	758
CHAMPAIGN - URBANA - RANTOUL	**168.9**	**.0709**	**26.0**	**26.6**	**19.7**	**14.8**	**17.5**	**61.0**	**938,970**	**158,906**	**105,361**	**137,421**	**40,461**	**171,628**	**35,294**
Champaign	168.9	.0709	26.0	26.6	19.7	14.8	17.5	61.0	938,970	158,906	105,361	137,421	40,461	171,628	35,294
• Champaign	60.0	.0252	24.9	33.5	18.8	12.7	17.9	22.9	491,415	80,617	60,748	86,245	20,573	63,818	23,261
• Rantoul	19.9	.0084	23.3	29.7	19.3	13.2	10.4	5.8	89,317	7,213	8,194	7,367	2,954	37,626	1,006
• Urbana	33.7	.0141	24.9	35.8	20.7	11.3	17.3	11.8	147,843	31,262	22,043	19,383	4,262	14,464	7,824
SUBURBAN TOTAL	55.3	.0232	29.8	12.5	19.8	19.8	19.9	20.5	210,395	39,814	14,376	24,426	12,672	55,720	3,203
CHICAGO	**6,056.9**	**2.5421**	**31.8**	**11.7**	**17.8**	**18.7**	**25.6**	**2,203.6**	**33,154,580**	**5,794,937**	**3,216,087**	**3,996,413**	**1,735,204**	**6,155,029**	**1,624,078**
Cook	5,164.0	2.1673	32.0	11.9	17.4	18.2	26.5	1,887.7	27,151,272	4,920,870	2,775,050	3,254,948	1,489,546	4,841,126	1,390,851
Arlington Heights	67.7	.0284	33.6	9.6	15.6	24.2	23.6	23.2	499,745	86,686	40,673	24,625	30,667	170,446	21,560
Berwyn	44.6	.0187	42.7	9.8	14.3	16.1	42.7	19.3	203,785	24,709	25,167	18,041	11,325	44,726	17,513
• Chicago	2,963.5	1.2437	31.3	12.4	17.6	17.1	26.3	1,102.4	12,056,363	2,365,928	1,441,989	1,374,450	671,998	1,474,915	718,885
• Chicago Heights	34.8	.0146	29.4	12.5	16.0	16.3	24.8	11.5	280,100	35,905	20,837	15,033	4,824	135,278	6,948
Cicero	59.9	.0251	36.0	11.2	15.9	16.4	34.8	24.2	160,329	38,361	26,966	2,344	5,024	31,290	7,204
Des Plaines	56.1	.0235	34.7	10.8	16.0	21.0	28.6	20.1	377,452	51,982	52,157	15,003	6,202	123,196	17,259
• Evanston	70.4	.0295	32.3	16.9	20.2	17.0	27.6	27.3	464,827	71,123	37,070	22,130	30,663	162,494	15,559
Mount Prospect	52.4	.0220	33.1	11.9	16.6	22.5	24.3	19.1	464,746	88,645	25,973	91,464	24,377	45,546	19,235
Oak Lawn	57.2	.0240	37.6	11.2	12.4	18.5	34.7	20.1	563,344	93,044	35,392	53,803	24,526	207,412	25,283
Oak Park	53.9	.0226	32.6	10.4	22.4	17.8	26.9	22.6	275,681	58,754	18,201	18,120	15,443	76,724	15,637
Schaumburg	56.7	.0238	29.3	10.1	25.8	22.8	12.4	21.1	1,061,084	84,211	32,843	227,671	83,467	365,093	17,662
Skokie	58.4	.0245	41.4	9.3	13.2	19.2	39.2	22.1	626,429	58,462	42,779	109,302	48,163	139,292	22,030
Du Page	728.4	.3057	30.7	11.0	20.1	21.4	20.0	259.3	5,379,583	737,298	388,713	687,802	223,043	1,156,011	200,465
Downers Grove	43.7	.0183	32.8	9.5	19.3	21.7	24.1	16.6	387,930	74,605	20,940	161	18,284	131,038	18,626
Elmhurst	44.9	.0188	34.8	10.5	14.8	20.3	29.4	15.7	328,050	49,640	22,624	33	5,868	146,743	10,558
Naperville	56.8	.0238	30.7	8.5	17.3	25.7	17.0	18.5	618,159	104,382	28,302	113	13,357	61,673	23,175
Wheaton	50.3	.0211	30.9	13.1	19.8	20.4	21.5	17.8	208,834	41,047	9,833	67	9,862	75,967	15,247
McHenry	164.5	.0691	30.8	9.7	18.4	20.7	21.7	56.6	623,725	136,769	52,324	53,663	22,615	157,892	32,762
SUBURBAN TOTAL	2,988.2	1.2543	32.3	11.0	17.7	20.3	24.9	1,062.4	20,353,290	3,321,981	1,716,191	2,584,800	1,027,719	4,382,342	882,686
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***8,010.1***	***3.3619***	***31.3***	***11.8***	***17.7***	***18.8***	***24.6***	***2,862.7***	***42,834,504***	***7,649,837***	***4,074,970***	***5,053,342***	***2,105,737***	***8,406,341***	***2,085,406***

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

ILL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
DAVENPORT - ROCK ISLAND -															
MOLINE	**388.3**	**.1633**	**30.9**	**11.9**	**17.6**	**18.0**	**24.8**	**146.0**	**2,055,343**	**402,048**	**205,964**	**291,560**	**79,473**	**461,189**	**77,220**
Henry	57.1	.0240	32.6	9.9	15.5	18.6	27.8	20.9	187,310	38,055	18,107	8,642	8,952	45,612	8,999
Rock Island	164.9	.0692	31.8	12.3	16.6	17.7	26.9	62.9	939,642	172,431	93,478	138,379	25,992	227,311	42,147
• Moline	45.8	.0192	33.0	12.2	17.0	17.3	29.4	18.8	414,093	55,151	45,708	99,787	17,403	77,426	14,874
• Rock Island	45.3	.0190	31.8	14.3	15.7	15.0	30.0	17.5	172,752	27,761	19,393	11,352	3,194	41,200	9,590
Scott, Iowa	*166.3*	*.0698*	*29.6*	*12.2*	*19.2*	*18.1*	*21.6*	*62.2*	*928,391*	*191,562*	*94,379*	*144,539*	*44,529*	*188,266*	*26,074*
• *Davenport*	*104.1*	*.0437*	*29.7*	*13.4*	*19.4*	*16.2*	*23.6*	*40.6*	*672,689*	*128,180*	*67,854*	*109,242*	*36,626*	*155,819*	*19,755*
SUBURBAN TOTAL	193.1	.0811	30.9	10.5	17.2	19.8	23.1	69.1	795,809	190,956	73,009	71,179	22,250	186,744	33,001
DECATUR	**131.5**	**.0552**	**31.9**	**11.4**	**16.5**	**18.1**	**26.8**	**50.1**	**687,966**	**128,916**	**54,496**	**111,156**	**33,308**	**142,152**	**27,035**
Macon	131.5	.0552	31.9	11.4	16.5	18.1	26.8	50.1	687,966	128,916	54,496	111,156	33,308	142,152	27,035
• Decatur	93.9	.0394	32.4	12.1	16.3	16.7	29.0	37.2	565,327	105,205	46,209	81,186	30,000	127,839	24,530
SUBURBAN TOTAL	37.6	.0158	30.8	9.5	17.6	21.7	20.9	12.9	122,639	23,711	8,287	29,970	3,308	14,313	2,505
JOLIET	**382.8**	**.1607**	**29.1**	**11.1**	**19.3**	**19.2**	**19.5**	**124.9**	**1,412,273**	**267,411**	**121,985**	**150,414**	**39,861**	**317,390**	**71,067**
Grundy	32.6	.0137	31.3	10.9	16.9	18.5	25.3	11.8	129,764	29,390	10,199	9,420	3,096	31,685	5,753
Will	350.2	.1470	29.0	11.1	19.6	19.3	18.9	113.1	1,282,509	238,021	111,786	140,994	36,765	285,705	65,314
• Joliet	79.2	.0332	30.8	12.7	17.5	15.0	27.6	28.3	588,810	97,836	46,273	102,734	20,550	147,104	27,895
SUBURBAN TOTAL	303.6	.1275	28.8	10.7	19.7	20.4	17.3	96.6	823,463	169,575	75,712	47,680	19,311	170,286	43,172
KANKAKEE	**103.9**	**.0436**	**30.6**	**11.8**	**16.5**	**17.4**	**25.4**	**36.8**	**456,562**	**97,478**	**45,598**	**56,267**	**19,816**	**105,751**	**21,519**
Kankakee	103.9	.0436	30.6	11.8	16.5	17.4	25.4	36.8	456,562	97,478	45,598	56,267	19,816	105,751	21,519
• Kankakee	29.3	.0123	31.7	11.8	15.7	15.0	29.8	11.2	218,789	38,470	22,477	28,795	13,337	42,380	16,741
SUBURBAN TOTAL	74.6	.0313	30.2	11.7	16.7	18.4	23.7	25.6	237,773	59,008	23,121	27,472	6,479	63,371	4,778
LAKE COUNTY	**470.5**	**.1975**	**29.8**	**13.0**	**18.0**	**20.3**	**20.3**	**154.6**	**2,704,973**	**391,237**	**193,367**	**244,294**	**118,359**	**921,683**	**113,874**
Lake	470.5	.1975	29.8	13.0	18.0	20.3	20.3	154.6	2,704,973	391,237	193,367	244,294	118,359	921,683	113,874
• North Chicago	40.4	.0170	22.9	37.9	16.7	11.1	10.8	7.6	44,534	12,602	11,131		113	4,451	1,434
• Waukegan	71.5	.0300	30.1	13.4	18.2	16.8	24.2	26.3	529,421	69,265	36,904	97,277	24,919	150,333	20,934
SUBURBAN TOTAL	358.6	.1505	31.0	10.1	18.1	22.1	20.6	120.7	2,131,018	309,370	145,332	147,017	93,327	766,899	91,506
PEORIA	**370.5**	**.1554**	**31.1**	**11.9**	**17.6**	**18.0**	**25.1**	**136.7**	**1,778,376**	**358,806**	**155,010**	**249,349**	**80,477**	**404,810**	**55,251**
Peoria	200.7	.0842	31.2	12.6	17.6	17.1	26.2	75.5	1,072,468	191,173	101,531	190,390	57,415	197,543	33,702
• Peoria	121.4	.0509	30.8	13.9	17.5	15.8	26.9	46.8	818,857	120,229	76,861	186,536	54,097	143,144	23,624
Tazewell	134.6	.0565	31.0	11.0	17.6	19.5	23.5	49.2	600,983	149,030	46,536	58,867	19,585	163,161	19,735
• Pekin	34.1	.0143	32.1	11.5	17.0	17.8	27.3	13.5	244,425	55,236	15,516	39,397	11,619	58,997	7,293
Woodford	35.2	.0147	30.8	11.0	16.9	17.8	25.0	12.0	104,925	18,603	6,943	92	3,477	44,106	1,814
SUBURBAN TOTAL	215.0	.0902	31.1	10.8	17.6	19.3	23.7	76.4	715,094	183,341	62,633	23,416	14,761	202,669	24,334
ROCKFORD	**281.5**	**.1182**	**31.3**	**11.1**	**17.5**	**18.8**	**24.8**	**103.8**	**1,495,748**	**294,305**	**130,993**	**211,226**	**75,535**	**328,672**	**44,069**
Boone	29.7	.0125	31.1	10.3	16.6	20.0	23.5	10.5	110,965	25,330	8,402	8,552	1,981	40,985	2,339
Winnebago	251.8	.1057	31.3	11.2	17.6	18.6	24.9	93.3	1,384,783	268,975	122,591	202,674	73,554	287,687	41,730
• Rockford	137.3	.0576	31.8	12.0	17.6	16.3	28.0	53.4	965,602	194,105	75,829	142,380	59,006	234,289	31,409
SUBURBAN TOTAL	144.2	.0606	30.8	10.3	17.4	21.1	21.7	50.4	530,146	100,200	55,164	68,846	16,529	94,383	12,660
SPRINGFIELD	**194.4**	**.0816**	**32.4**	**10.8**	**18.3**	**17.8**	**27.4**	**77.9**	**1,097,997**	**198,945**	**99,557**	**161,876**	**50,282**	**210,594**	**61,356**
Menard	12.4	.0052	33.9	8.8	15.8	19.3	29.0	4.6	24,630	6,888	1,751	587	90	5,860	2,035
Sangamon	182.0	.0764	32.3	10.9	18.5	17.7	27.4	73.3	1,073,367	192,057	97,806	161,289	50,192	204,734	59,321
• Springfield	103.6	.0435	32.6	11.8	18.9	16.0	29.6	44.4	905,819	146,721	74,289	158,384	43,862	190,637	57,068
SUBURBAN TOTAL	90.8	.0381	32.1	9.6	17.5	19.9	25.1	33.5	192,178	52,224	25,268	3,492	6,420	19,957	4,288
OTHER COUNTIES															
Adams	71.1	.0298	33.5	11.3	15.2	16.8	30.9	27.1	412,368	78,223	30,910	79,028	17,172	107,878	14,359
Quincy	41.6	.0175	34.9	12.6	14.5	15.2	34.8	16.9	381,633	73,980	27,978	78,758	16,382	91,556	14,343

IOWA

QUAD CITIES USA™

ILLINOIS

2nd Largest Market in Illinois/Iowa
...only Chicago is Larger!

To reach the 146,000 households in this above-average metro market of the midwest, schedule your advertising in all three

QUAD-CITIES NEWSPAPERS

QUAD-CITY TIMES Davenport/Bettendorf/All Day and Sunday
QUAD-CITY METRO UNIT Rock Island Argus/Moline Dispatch Evening and Sunday

Represented by BRANHAM Newspaper Sales

Seven out of ten
adults in the Rockford MSA* read the
Rockford Register Star every day!

Rockford, Illinois, Metro population 281,500**; Average Household Income $30,947**; Food Sales $294 million**; Retail Sales $1.4 billion**

3rd Best Test Market in the Nation***

For further information, call (815)987-1301
99 E. State St., Rockford, IL 61105

Represented by Gannett Media Sales

***Source: American Demographics May 1985
**Source: 1985 S&MM Survey of Buying Power

ILL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Alexander	12.3	.0052	34.8	9.4	13.5	15.0	34.7	4.9	42,441	8,953	3,335	3,272	1,324	9,152	1,251
Bond	16.6	.0069	33.7	13.5	13.8	16.3	31.8	6.1	53,524	10,914	4,146	1,843	945	14,477	1,271
Brown	5.5	.0023	37.5	8.5	13.5	15.5	37.2	2.2	15,016	4,988	1,047	476	277	4,424	515
Bureau	39.1	.0164	34.3	9.7	14.7	17.0	32.0	14.8	142,452	34,121	12,744	6,724	8,054	34,944	3,842
Calhoun	6.0	.0025	37.1	9.3	12.5	17.6	35.0	2.1	15,507	2,372	1,756	407	590	5,493	472
Carroll	18.5	.0078	34.8	9.5	14.8	17.2	32.5	7.0	48,661	14,611	5,164	1,603	1,354	8,026	2,069
Cass	15.1	.0063	34.4	9.4	15.1	17.5	31.5	5.6	40,703	12,483	3,441	2,743	1,713	8,320	967
Christian	36.6	.0154	34.4	9.9	14.5	17.5	31.7	14.2	157,411	39,306	8,929	18,105	4,772	36,655	5,381
Clark	17.0	.0071	36.2	9.7	14.0	17.3	34.2	6.7	51,722	14,172	3,805	935	906	10,586	2,077
Clay	15.7	.0066	36.1	9.5	13.9	16.1	35.2	6.2	50,778	12,072	2,647	2,445	1,847	12,287	1,803
☐ Clinton	34.3	.0144	30.6	12.1	15.0	16.6	26.8	11.8	120,107	24,698	10,241	4,434	7,270	31,177	1,891
Coles	53.6	.0225	28.9	23.1	14.7	14.9	26.1	19.5	261,672	53,061	27,256	33,680	11,926	55,381	13,737
Crawford	21.2	.0089	36.1	9.8	14.8	17.2	34.0	8.3	97,563	23,158	5,548	9,892	2,231	22,079	3,946
Cumberland	11.5	.0048	32.9	10.3	15.0	16.7	30.1	4.4	29,993	5,379	3,002	373	727	9,384	745
De Kalb	73.7	.0309	26.1	26.5	18.2	15.1	20.6	25.2	309,673	61,580	32,395	19,666	15,024	72,683	10,245
De Witt	18.7	.0079	34.0	9.8	15.4	18.2	30.2	7.2	66,936	15,098	4,224	2,265	1,262	25,275	1,450
Douglas	20.1	.0084	33.4	10.6	14.9	18.1	29.6	7.5	85,895	22,068	5,985	2,066	4,697	17,914	2,167
Edgar	21.3	.0089	35.5	9.2	14.5	17.2	33.5	8.5	92,560	21,109	7,571	6,047	2,402	23,721	4,052
Edwards	8.4	.0036	35.2	10.1	14.6	16.3	34.0	3.5	29,678	11,431	1,343	491	1,544	2,682	
Effingham	33.5	.0140	30.9	11.1	16.1	16.8	26.6	12.0	240,928	39,365	19,572	13,319	12,475	45,221	3,290
Fayette	22.8	.0096	34.6	10.6	14.6	16.7	32.7	8.4	78,434	16,902	6,347	8,933	1,539	16,635	944
Ford	14.8	.0062	35.8	9.6	14.0	17.8	33.2	5.8	54,454	14,239	4,091	1,923	599	9,998	1,995
Franklin	44.6	.0187	36.8	9.2	14.0	16.6	35.6	17.9	199,689	46,528	16,046	21,336	7,748	43,552	9,082
Fulton	43.1	.0181	34.3	9.8	15.0	17.4	31.5	16.4	155,911	43,426	12,725	9,643	6,461	32,934	7,281
Gallatin	7.7	.0032	35.7	9.2	13.9	18.5	32.4	3.0	15,826	4,562	920	277	754	3,386	963
Greene	16.4	.0069	35.6	9.8	13.3	16.5	34.2	6.2	47,578	14,471	3,168	1,313	1,063	12,999	1,750
Hamilton	9.3	.0039	38.9	9.5	12.9	16.9	37.9	3.9	24,984	5,353	1,070	1,899	1,115	6,179	1,447
Hancock	24.0	.0101	34.7	10.3	14.3	16.9	32.7	9.3	62,362	14,882	3,938	915	2,120	20,350	1,430
Hardin	5.6	.0023	36.8	8.4	14.4	17.4	34.9	2.1	6,972	2,977	678	129	358	1,016	367
Henderson	9.5	.0040	33.2	10.4	14.9	18.3	29.0	3.5	18,852	3,352	3,095	180	635	4,102	136
Iroquois	32.8	.0137	34.7	9.8	14.4	17.7	31.8	12.4	113,186	26,265	8,035	9,638	5,262	24,021	2,721
Jackson	62.1	.0261	26.0	28.7	17.8	13.2	20.8	23.6	363,837	48,630	27,743	60,720	15,907	79,953	5,686
Jasper	11.7	.0049	33.6	10.7	13.8	16.4	31.7	4.3	55,108	10,838	1,477	2,644	1,358	16,661	495
Jefferson	38.7	.0163	33.8	9.9	16.0	16.8	31.3	15.5	219,738	39,204	[illegible]	34,474	10,329	41,594	5,359
☐ Jersey	21.3	.0089	31.4	13.4	14.8	18.1	26.6	7.2	61,874	12,552	5,757	10,323	2,219	17,839	1,711
Jo Daviess	24.1	.0101	32.5	9.8	15.4	17.3	28.9	9.0	73,321	13,743	7,968	1,147	1,769	13,662	2,957
Johnson	10.5	.0044	35.0	10.7	16.4	18.5	31.5	3.8	22,771	6,340	1,545	1,374	1,068	3,600	759
Knox	60.8	.0255	33.5	11.3	16.1	17.5	30.2	23.4	324,652	65,004	28,002	47,864	14,439	69,105	12,333
La Salle	111.2	.0467	34.1	11.0	14.8	17.2	31.4	43.1	588,940	121,011	45,280	66,093	24,431	137,663	20,076

Central Illinois Unit gives you MORE THAN JUST SAVINGS

- 118,148 Daily Circulation
- 71% Metro Coverage
- 31% A.D.I. Coverage

METRO POPULATION	METRO HOUSEHOLDS	METRO RETAIL SALES	METRO FOOD SALES
325,600	128,900	$1,762,994,000	$413,745,000

CIU
- SPRINGFIELD STATE JOURNAL-REGISTER
- DECATUR HERALD & REVIEW

REPRESENTED by BRANHAM NEWSPAPER SALES

10% Savings
PLUS ONE ORDER ONE BILL CONVENIENCE

ILL. (cont.)

ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Lawrence	17.9	.0075	36.4	9.6	14.1	16.0	35.6	6.4	69,753	23,630	3,623	3,254	2,607	8,389	2,992
Lee	35.6	.0149	32.5	10.9	16.6	17.7	28.2	12.9	103,153	12,054	8,814	4,290	3,611	37,658	4,585
Livingston	42.1	.0177	32.7	12.2	16.3	17.2	29.0	14.7	161,215	34,045	11,638	14,667	7,155	45,035	4,043
Logan	32.0	.0134	33.5	13.3	16.2	17.6	30.0	11.4	132,474	26,864	13,356	14,792	5,585	33,096	3,542
McDonough	37.4	.0157	26.6	28.0	14.2	13.8	24.3	13.0	170,377	36,989	18,333	15,805	6,623	27,995	7,597
Macoupin	51.1	.0214	34.6	10.2	14.4	16.6	32.9	19.5	176,049	42,877	9,967	12,250	7,344	44,785	8,181
☐ Madison	246.9	.1036	32.7	11.4	15.7	18.5	27.9	92.1	1,286,913	282,506	108,870	213,786	44,472	290,981	32,246
● Alton	32.9	.0138	33.7	11.4	14.7	15.1	33.1	12.9	285,844	36,524	23,619	81,928	13,012	61,078	5,846
● Granite City	35.5	.0149	32.7	11.8	15.4	17.7	28.8	13.5	199,423	51,466	18,996	15,764	3,772	33,036	8,558
Marion	46.6	.0196	34.2	10.3	14.6	17.3	31.6	17.6	245,627	59,299	17,596	29,275	9,793	57,117	7,926
Marshall	14.6	.0061	33.9	9.7	14.9	17.4	31.0	5.4	30,402	9,136	3,146	1,617	530	4,606	1,715
Mason	20.0	.0084	33.0	9.4	15.3	17.8	29.2	7.4	61,914	14,623	5,222	5,082	2,009	13,462	1,939
Massac	15.4	.0065	36.6	9.9	13.7	17.5	34.5	6.2	44,530	10,025	2,450	1,820	973	11,589	2,462
Mercer	20.0	.0084	33.0	9.4	15.3	19.4	27.4	7.3	39,053	11,986	3,503	1,87[illegible]	1,699	6,984	1,403
☐ Monroe	21.1	.0088	33.4	10.7	14.6	18.9	28.8	7.5	69,040	19,202	6,211	11,944	1,518	15,583	1,988
Montgomery	32.8	.0138	35.4	9.8	14.2	16.1	34.5	12.2	135,793	32,653	8,519	15,529	3,991	29,005	5,005
Morgan	38.2	.0160	33.0	12.6	15.3	17.4	29.6	14.4	201,979	42,962	15,476	30,005	7,630	45,031	8,275
Moultrie	15.0	.0063	34.5	9.7	15.2	17.7	31.6	5.4	44,942	8,525	3,216	1,311	770	11,785	2,829
Ogle	47.5	.0200	32.3	10.3	15.6	19.4	26.4	17.5	140,239	34,863	10,932	3,017	2,004	40,110	5,075
Perry	22.7	.0095	34.2	9.5	15.3	16.8	31.9	8.7	93,852	23,827	6,838	12,347	3,358	16,736	5,580
Piatt	17.0	.0072	33.2	9.3	16.0	19.5	27.7	6.3	45,370	10,514	2,376	1,761	1,555	16,795	2,161
Pike	18.8	.0078	37.2	8.8	13.9	16.6	36.0	7.5	57,559	13,092	5,011	3,017	1,218	10,968	920
Pope	4.6	.0020	35.5	11.7	12.5	17.1	33.5	1.8	4,816	1,566	221	74	279	2,109	45
Pulaski	8.9	.0037	35.3	9.4	12.1	14.3	36.1	3.4	12,006	4,444	752	409	353	2,471	534
Putnam	6.6	.0028	31.9	10.5	16.7	18.3	26.5	2.3	14,267	3,581	738			3,351	1,331
Randolph	37.0	.0155	32.6	11.9	17.7	16.8	28.9	12.5	148,169	39,104	9,470	20,194	6,388	37,608	3,492
Richland	17.9	.0075	34.3	11.2	14.7	18.0	31.0	7.1	103,592	15,488	6,082	16,798	4,203	22,285	3,884
☐ St. Clair	264.4	.1110	30.5	11.9	15.6	17.3	25.6	93.6	1,241,439	232,542	104,991	275,868	48,483	251,443	29,258
● Belleville	41.7	.0175	37.3	11.2	15.3	15.4	37.0	17.1	363,430	75,734	28,611	21,401	15,874	132,184	12,931
● East St. Louis	50.2	.0211	24.5	11.8	14.4	14.3	20.4	15.8	116,369	31,027	9,071	5,726	2,914	9,662	6,213
Saline	29.3	.0123	38.2	9.4	13.6	17.3	36.7	12.2	172,211	41,382	13,360	25,221	7,258	31,910	10,405
Schuyler	8.3	.0035	36.0	8.8	15.0	16.8	34.3	3.2	25,765	7,399	2,720	404	1,138	5,212	1,591
Scott	6.2	.0026	35.9	10.6	13.4	17.1	34.0	2.3	13,720	3,105	1,024	496		6,598	619
Shelby	24.4	.0102	34.6	9.7	14.0	17.5	31.9	9.1	64,700	17,859	3,962	1,921	4,323	16,523	2,368
Stark	7.4	.0031	34.3	9.6	14.2	17.1	32.0	2.8	13,904	4,051	702		287	5,856	198
Stephenson	49.8	.0209	33.3	10.8	15.6	17.8	29.5	19.0	227,020	45,222	18,143	24,927	8,435	70,384	10,965
Union	18.4	.0077	39.3	8.0	15.3	16.5	38.7	7.5	62,716	17,426	5,213	9,175	2,703	12,923	2,223
Vermilion	94.1	.0395	33.0	10.5	15.7	17.7	29.2	36.2	479,860	108,738	39,771	63,314	18,331	89,179	20,052
Wabash	14.2	.0060	33.1	11.4	15.6	16.7	30.3	5.4	90,148	21,123	6,654	11,480	2,072	22,603	1,649
Warren	21.9	.0092	32.8	12.1	14.6	17.0	29.7	8.0	74,878	16,219	7,142	5,531	1,879	21,848	2,526
Washington	15.9	.0066	36.1	9.2	14.2	16.1	35.1	5.9	41,397	7,320	3,373	1,787	1,237	15,209	1,231
Wayne	18.5	.0078	37.1	9.7	13.1	17.2	35.5	7.5	101,170	17,807	4,322	9,074	2,455	22,297	2,036
White	18.2	.0076	38.3	9.4	14.1	17.3	36.8	7.3	76,592	12,670	4,291	4,494	2,197	27,866	1,536
Whiteside	66.2	.0278	31.5	11.1	15.8	17.9	26.6	24.2	275,139	47,716	20,917	31,707	12,100	65,927	13,584
Williamson	60.3	.0253	34.6	10.0	16.3	18.2	31.2	24.0	288,740	62,633	22,133	19,472	10,916	78,680	10,457
TOTAL METRO COUNTIES	**9,434.9**	**3.9598**	**31.3**	**12.1**	**17.7**	**18.6**	**24.8**	**3,408.4**	**49,954,880**	**8,913,920**	**4,687,507**	**6,229,293**	**2,425,365**	**10,061,250**	**2,280,514**
TOTAL STATE	**11,552.9**	**4.8485**	**31.6**	**12.1**	**17.3**	**18.3**	**25.8**	**4,208.9**	**58,872,067**	**10,838,928**	**5,384,840**	**7,123,367**	**2,768,571**	**12,147,227**	**2,596,890**

ILL.

ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
AURORA - ELGIN	**4,154,226**	**32,914**	**15.2**	**30.7**	**27.2**	**18.2**	**.1462**
Kane	3,682,480	32,901	15.5	30.2	26.7	18.8	.1316
● Aurora	1,002,524	30,283	17.8	31.6	24.5	15.0	.0411
● Elgin	826,015	29,332	18.4	32.8	23.8	13.7	.0312
Kendall	471,746	33,000	13.1	33.6	31.3	13.9	.0146
SUBURBAN TOTAL	2,325,687	35,776	12.6	29.1	30.1	21.7	.0739
BLOOMINGTON - NORMAL	**1,479,570**	**28,721**	**19.8**	**29.0**	**22.7**	**15.6**	**.0558**
McLean	1,479,570	28,721	19.8	29.0	22.7	15.6	.0558
● Bloomington	596,993	24,856	23.2	29.4	19.6	11.7	.0272
● Normal	389,280	31,392	18.5	26.7	23.1	20.7	.0138
SUBURBAN TOTAL	493,297	32,083	16.2	29.9	26.7	17.2	.0148
CHAMPAIGN - URBANA - RANTOUL	**1,793,329**	**24,014**	**24.0**	**29.6**	**18.0**	**11.2**	**.0707**
Champaign	1,793,329	24,014	24.0	29.6	18.0	11.2	.0707
● Champaign	635,360	21,778	24.2	27.3	16.0	10.1	.0287
● Rantoul	182,791	22,000	32.1	32.5	17.7	6.7	.0073
● Urbana	329,758	21,298	26.0	27.1	15.1	10.6	.0127
SUBURBAN TOTAL	645,420	28,462	20.4	33.1	21.9	14.0	.0220
CHICAGO	**75,035,335**	**30,695**	**16.5**	**26.5**	**22.4**	**19.9**	**2.7313**
Cook	61,341,260	28,891	17.6	27.2	21.2	17.8	2.2519
Arlington Heights	1,066,744	44,062	9.1	20.0	28.1	38.7	.0379
Berwyn	581,684	27,268	21.1	29.5	21.0	14.1	.0197
● Chicago	30,316,837	23,409	20.7	27.5	17.2	12.2	1.1160
● Chicago Heights	340,535	27,354	18.3	28.7	22.5	13.0	.0160
Cicero	672,359	25,094	23.0	31.4	19.5	10.3	.0218
Des Plaines	781,992	37,508	12.1	26.8	29.3	25.6	.0286
● Evanston	1,071,614	31,994	17.0	28.7	20.1	24.5	.0375
Mount Prospect	798,470	39,723	10.2	24.6	28.7	31.2	.0307
Oak Lawn	772,359	35,860	14.0	26.5	26.7	25.0	.0328
Oak Park	778,099	30,465	18.4	29.6	21.7	19.9	.0260
Schaumburg	831,389	38,768	10.0	27.3	34.1	24.9	.0454
Skokie	972,395	40,236	12.2	23.3	24.9	34.0	.0383
Du Page	11,622,055	41,995	9.0	22.6	29.3	34.8	.4110
Downers Grove	737,914	42,609	10.9	20.5	27.8	36.3	.0270
Elmhurst	705,478	42,097	9.9	22.8	27.9	35.8	.0251
Naperville	953,781	50,760	6.9	14.2	24.4	51.6	.0376
Wheaton	825,008	42,695	9.5	22.4	27.4	37.0	.0251
McHenry	2,072,020	34,786	14.1	28.5	29.1	20.5	.0684
SUBURBAN TOTAL	43,306,349	37,786	12.1	25.5	27.8	27.9	1.5618
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***97,756,039***	***30,949***	***16.3***	***27.5***	***23.0***	***19.3***	***3.5599***
DAVENPORT - ROCK ISLAND - MOLINE	**4,651,023**	**29,790**	**17.6**	**30.5**	**24.3**	**14.6**	**.1705**
Henry	630,578	28,258	18.9	31.5	22.5	12.7	.0215
Rock Island	2,049,238	30,270	16.7	29.4	24.7	15.9	.0753
● Moline	634,859	30,751	16.5	29.5	24.1	17.9	.0257
● Rock Island	534,135	26,913	20.0	28.9	21.6	13.3	.0182

ILL. (cont.)

ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Scott, Iowa	*1,971,207*	*29,842*	*18.0*	*31.4*	*24.5*	*14.0*	*.0737*
● Davenport	*1,197,299*	*27,270*	*20.4*	*32.1*	*21.6*	*11.5*	*.0475*
SUBURBAN TOTAL	2,284,730	31,650	15.6	30.4	26.5	16.0	.0791
DECATUR	**1,522,508**	**27,668**	**18.4**	**31.9**	**22.1**	**12.7**	**.0566**
Macon	1,522,508	27,668	18.4	31.9	22.1	12.7	.0566
● Decatur	1,095,950	25,903	20.0	31.2	19.9	12.0	.0422
SUBURBAN TOTAL	426,558	32,319	13.9	33.5	28.4	14.8	.0144
JOLIET	**4,237,576**	**32,896**	**14.4**	**30.8**	**28.8**	**16.0**	**.1470**
Grundy	377,074	31,238	17.0	30.4	28.3	13.4	.0130
Will	3,860,502	33,048	14.2	30.8	28.9	16.2	.1340
● Joliet	846,334	27,312	19.5	29.1	20.9	13.0	.0367
SUBURBAN TOTAL	3,391,242	34,220	12.9	31.3	31.2	16.8	.1103
KANKAKEE	**1,019,933**	**25,165**	**21.2**	**33.4**	**18.8**	**9.5**	**.0391**
Kankakee	1,019,933	25,165	21.2	33.4	18.8	9.5	.0391
● Kankakee	285,378	21,874	23.9	32.5	13.4	8.5	.0131
SUBURBAN TOTAL	734,555	26,552	20.0	33.9	21.1	9.9	.0260
LAKE COUNTY	**6,722,343**	**37,494**	**12.7**	**24.9**	**25.1**	**29.5**	**.2326**
Lake	6,722,343	37.494	12.7	24.9	25.1	29.5	.2326
● North Chicago	356,090	24,029	25.1	37.0	16.8	9.2	.0113
● Waukegan	838,147	29,397	18.7	29.5	23.7	15.6	.0345
SUBURBAN TOTAL	5,528,106	40,290	10.6	23.1	25.9	33.9	.1868
PEORIA	**4,558,428**	**30,604**	**16.2**	**30.8**	**23.7**	**17.1**	**.1607**
Peoria	2,562,117	30,470	16.6	28.8	22.6	18.6	.0914
● Peoria	1,559,717	28,697	17.7	27.9	20.4	18.4	.0594
Tazewell	1,603,500	30,701	15.8	33.2	24.9	15.4	.0563
● Pekin	390,109	26,641	20.7	30.3	22.2	11.3	.0161
Woodford	392,811	30,913	15.4	34.1	25.8	14.6	.0130
SUBURBAN TOTAL	2,608,602	32,135	14.5	32.7	25.9	17.4	.0852
ROCKFORD	**3,212,308**	**29,266**	**17.7**	**32.9**	**24.2**	**12.2**	**.1205**
Boone	295,003	27,270	19.7	36.3	23.2	7.3	.0108
Winnebago	2,917,305	29,510	17.5	32.4	24.4	12.8	.1097
● Rockford	1,581,762	27,095	19.7	32.5	21.1	11.3	.0646
SUBURBAN TOTAL	1,630,546	31,339	15.6	33.1	27.6	13.3	.0559
SPRINGFIELD	**2,234,383**	**25,708**	**21.6**	**32.0**	**20.7**	**10.5**	**.0852**
Menard	113,874	23,566	23.6	38.5	15.7	4.9	.0038
Sangamon	2,120,509	25,868	21.5	31.5	21.0	10.9	.0814
● Springfield	1,223,079	23,975	23.0	30.4	18.6	10.4	.0534
SUBURBAN TOTAL	1,011,304	27,864	19.8	34.0	23.4	10.8	.0318
OTHER COUNTIES							
Adams	641,600	20,937	26.2	34.6	12.6	5.3	.0279
Quincy	386,272	19,393	28.0	32.1	11.2	5.0	.0198
Alexander	95,927	15,170	24.4	24.6	10.6	4.3	.0039
Bond	148,893	20,550	25.3	29.3	15.2	6.7	.0055
Brown	53,012	20,228	24.7	30.5	12.6	7.5	.0020
Bureau	415,721	25,165	22.6	33.4	18.4	10.1	.0146
Calhoun	46,641	19,102	26.3	30.1	12.5	5.3	.0017
Carroll	187,970	23,840	24.6	32.2	17.9	9.0	.0063
Cass	148,127	24,299	22.0	32.3	18.5	8.0	.0051
Christian	423,458	26,536	21.1	29.4	20.1	14.1	.0149
Clark	151,450	19,273	27.9	30.9	11.7	5.4	.0056
Clay	145,578	20,056	27.5	30.3	12.8	6.9	.0053
☐ Clinton	321,439	24,946	21.8	34.2	19.1	8.9	.0120
Coles	538,768	22,972	24.9	30.0	17.3	9.5	.0210
Crawford	245,675	26,291	21.1	29.9	20.0	13.6	.0089
Cumberland	100,967	20,466	28.4	34.2	11.9	5.2	.0036
De Kalb	777,761	26,825	20.9	31.6	21.4	11.4	.0283
De Witt	237,446	30,741	14.7	28.5	23.3	18.1	.0078
Douglas	219,342	27,074	21.8	32.5	21.8	10.4	.0080
Edgar	207,239	20,667	26.0	29.9	14.0	7.6	.0081
Edwards	97,618	24,836	25.2	29.7	19.2	10.5	.0032
Effingham	299,086	21,978	26.6	32.3	16.0	6.4	.0142
Fayette	206,831	20,532	28.3	30.4	14.1	6.9	.0079
Ford	147,605	22,500	27.9	35.6	14.4	6.7	.0052
Franklin	356,088	16,148	29.7	26.4	11.1	3.2	.0152
Fulton	385,552	21,674	24.5	35.0	14.3	5.1	.0149
Gallatin	65,461	18,219	26.4	27.8	11.7	6.3	.0022
Greene	119,829	16,832	31.9	28.6	9.1	2.7	.0048
Hamilton	110,744	24,211	22.6	27.8	17.6	13.1	.0036
Hancock	229,915	22,046	25.4	33.4	15.1	6.7	.0078
Hardin	32,681	13,145	32.2	23.0	4.4	1.5	.0014
Henderson	79,419	20,948	25.5	35.3	12.5	4.7	.0027
Iroquois	312,408	22,470	25.2	35.3	14.1	7.2	.0113
Jackson	584,904	18,696	26.0	24.5	13.7	9.0	.0250
Jasper	98,315	19,234	29.4	29.1	12.9	6.0	.0042
Jefferson	392,576	21,864	23.7	30.9	15.3	7.9	.0160
☐ Jersey	177,830	22,371	26.4	37.3	14.3	5.0	.0066
Jo Daviess	215,083	21,758	26.9	36.0	13.8	4.9	.0079
Johnson	74,228	16,716	30.9	28.9	9.0	2.7	.0029
Knox	596,718	22,761	25.3	34.7	16.3	5.9	.0241
La Salle	1,230,993	26,535	20.2	33.4	21.5	9.5	.0468
Lawrence	160,995	20,699	24.5	31.5	15.3	4.8	.0062
Lee	384,780	27,448	20.0	32.6	22.9	10.8	.0129
Livingston	427,134	26,315	20.1	35.4	19.9	10.2	.0156
Logan	323,112	25,154	22.8	33.4	20.1	8.4	.0119
McDonough	316,633	19,088	26.8	29.0	13.2	5.6	.0133
Macoupin	483,127	22,391	24.3	31.7	17.4	6.3	.0176
☐ Madison	2,373,333	24,210	22.1	34.3	19.2	6.4	.0966
● Alton	279,795	19,231	25.8	31.7	12.8	3.7	.0148
● Granite City	336,730	23,446	21.9	33.7	18.2	5.8	.0141
Marion	436,943	21,581	26.0	30.6	16.1	6.9	.0181
Marshall	142,264	24,714	20.4	37.3	16.4	8.0	.0046
Mason	181,650	22,426	23.1	35.6	14.3	6.7	.0068
Massac	134,022	18,628	26.3	28.8	13.6	4.3	.0049
Mercer	197,729	25,273	21.3	32.3	20.0	8.8	.0064
☐ Monroe	190,542	24,058	22.7	36.5	17.0	6.3	.0071
Montgomery	290,966	20,690	26.2	29.9	15.6	6.2	.0114
Morgan	387,127	22,826	24.7	31.9	17.3	7.9	.0155
Moultrie	138,909	23,549	23.1	35.4	16.4	7.1	.0050
Ogle	535,758	29,023	18.7	32.7	24.3	11.6	.0176
Perry	231,871	23,476	24.2	27.4	20.7	9.0	.0085
Piatt	154,217	22,622	25.7	38.4	14.0	5.3	.0056
Pike	148,050	16,487	31.7	27.7	8.2	3.7	.0056
Pope	34,622	16,288	28.5	27.3	9.8	2.8	.0012
Pulaski	59,161	13,843	28.3	22.7	8.1	3.0	.0023
Putnam	68,817	28,732	17.7	34.0	23.4	11.3	.0021
Randolph	321,586	23,440	23.5	35.1	17.2	5.7	.0128
Richland	192,695	23,617	23.1	32.5	17.0	8.8	.0077
☐ St. Clair	2,532,008	24,023	20.7	28.4	19.1	10.4	.1001
● Belleville	477,122	24,515	23.1	29.7	18.8	11.0	.0212
● East St. Louis	280,311	11,893	22.1	18.7	10.1	4.8	.0123
Saline	254,378	16,704	28.3	25.8	11.9	4.7	.0113
Schuyler	74,312	20,573	25.6	32.4	13.3	5.7	.0026
Scott	52,792	20,719	25.1	33.8	13.2	4.8	.0019
Shelby	214,990	21,244	25.3	34.6	13.5	5.3	.0078
Stark	90,195	29,455	15.9	31.6	22.2	15.4	.0026
Stephenson	511,829	24,456	23.5	34.3	19.4	7.3	.0194
Union	165,056	17,938	31.5	29.3	8.5	6.3	.0062
Vermilion	939,831	23,397	22.3	32.6	17.8	7.8	.0372
Wabash	144,271	23,992	22.7	32.8	17.7	7.6	.0061
Warren	207,599	22,500	24.8	32.3	16.3	7.4	.0076
Washington	161,412	24,352	22.6	31.4	18.2	9.6	.0055
Wayne	163,166	18,371	29.4	29.8	11.0	4.8	.0070
White	198,535	22,737	25.9	30.0	14.8	11.1	.0071
Whiteside	666,678	26,135	21.2	34.0	21.7	7.8	.0249
Williamson	494,844	18,123	28.9	31.8	10.3	3.1	.0214
TOTAL METRO COUNTIES	**114,244,907**	**30,220**	**17.0**	**27.9**	**22.7**	**18.3**	**4.1649**
TOTAL STATE	**134,758,592**	**28,542**	**18.4**	**28.6**	**21.5**	**16.3**	**4.9469**

TURN TO
LANDON
FOR RESULTS
(See page B-26)

When you ask Landon . . .
you get the largest newspaper sales and marketing
organization working for
you. That's why advertisers
turn to Landon for results. It
starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

INDIANA

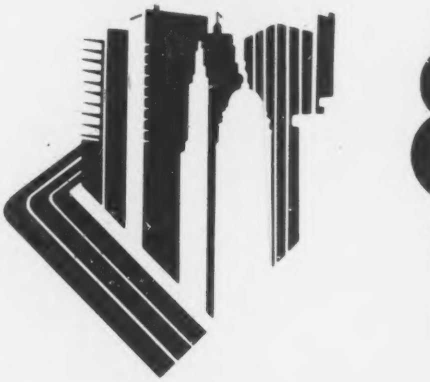
IND.
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANDERSON	**133.8**	**.0562**	**31.8**	**11.1**	**16.6**	**18.8**	**25.8**	**48.9**	**736,043**	**170,627**	**59,404**	**87,644**	**28,919**	**160,968**	**33,842**
Madison	133.8	.0562	31.8	11.1	16.6	18.8	25.8	48.9	736,043	170,627	59,404	87,644	28,919	160,968	33,842
• Anderson	61.6	.0259	32.0	12.5	15.9	16.7	28.5	24.0	523,507	126,228	45,997	56,763	23,169	122,487	21,252
SUBURBAN TOTAL	72.2	.0303	31.7	9.8	17.1	20.7	23.6	24.9	212,536	44,399	13,407	30,881	5,750	38,481	12,590
BLOOMINGTON	**101.0**	**.0424**	**25.9**	**28.6**	**19.1**	**15.0**	**17.5**	**35.7**	**523,979**	**102,646**	**55,533**	**69,949**	**22,759**	**99,515**	**18,664**
Monroe	101.0	.0424	25.9	28.6	19.1	15.0	17.5	35.7	523,979	102,646	55,533	69,949	22,759	99,515	18,664
• Bloomington	52.2	.0219	24.0	43.2	18.3	10.7	14.6	17.5	464,891	90,553	48,857	69,593	20,934	89,109	16,784
SUBURBAN TOTAL	48.8	.0205	30.1	13.0	20.2	19.5	20.6	18.2	59,088	12,093	6,676	356	1,825	10,406	1,880
ELKHART - GOSHEN	**143.3**	**.0601**	**30.6**	**10.9**	**18.0**	**18.7**	**23.5**	**51.2**	**968,592**	**210,623**	**75,570**	**80,083**	**21,631**	**345,429**	**33,474**
Elkhart	143.3	.0601	30.6	10.9	18.0	18.7	23.5	51.2	968,592	210,623	75,570	80,083	21,631	345,429	33,474
• Elkhart	43.5	.0183	31.2	11.7	18.5	16.0	27.0	17.2	598,818	140,702	47,441	61,214	8,423	212,191	18,316
• Goshen	20.5	.0086	30.9	15.3	17.4	16.0	26.9	7.8	168,799	32,880	12,258	5,735	4,867	63,261	7,031
SUBURBAN TOTAL	79.3	.0332	30.2	9.4	18.2	20.8	20.5	26.2	200,975	37,041	15,871	13,134	8,341	69,977	8,127
EVANSVILLE	**284.1**	**.1192**	**32.2**	**11.8**	**16.9**	**17.8**	**27.5**	**106.7**	**1,765,932**	**365,509**	**155,675**	**253,045**	**86,414**	**347,649**	**56,742**
Posey	27.6	.0115	30.9	10.9	17.7	18.7	24.1	9.5	79,019	16,761	6,059	5,380	3,551	23,983	3,755
Vanderburgh	166.6	.0700	33.3	12.6	16.4	16.8	30.4	65.3	1,293,043	249,987	119,624	210,056	66,741	232,849	42,151
• Evansville	129.1	.0542	33.5	13.1	16.3	15.5	32.0	52.1	1,230,671	244,425	112,501	205,104	64,960	225,599	41,887
Warrick	47.1	.0197	30.4	9.9	18.3	20.5	21.0	16.0	134,084	34,651	8,827	7,380	4,697	32,093	3,861
Henderson, Ky.	*42.8*	*.0180*	*31.6*	*11.0*	*17.2*	*18.2*	*25.9*	*15.9*	*259,786*	*64,110*	*21,165*	*30,229*	*11,425*	*58,724*	*6,975*
SUBURBAN TOTAL	155.0	.0650	31.3	10.7	17.3	19.8	23.7	54.6	535,261	121,084	43,174	47,941	21,454	122,050	14,855
FORT WAYNE	**356.1**	**.1494**	**30.3**	**11.7**	**18.1**	**17.9**	**23.7**	**127.6**	**2,014,356**	**387,007**	**196,542**	**266,771**	**102,834**	**416,146**	**82,246**
Allen	295.3	.1239	30.2	12.0	18.4	17.8	23.3	106.6	1,770,292	318,847	175,733	252,189	96,929	358,719	69,066
• Fort Wayne	168.4	.0707	30.5	13.5	18.6	15.4	26.3	65.7	1,423,426	242,657	144,259	229,992	83,077	297,813	57,441
De Kalb	33.9	.0142	30.7	10.7	16.5	18.0	24.9	11.7	127,372	34,023	11,614	10,197	3,199	29,799	6,076
Whitley	26.9	.0113	31.4	10.7	16.6	18.0	26.0	9.3	116,692	34,133	9,195	4,385	2,706	27,628	7,104
SUBURBAN TOTAL	187.7	.0787	30.1	10.1	17.7	20.0	21.4	61.9	590,930	144,346	52,283	36,779	19,757	118,333	24,805
GARY - HAMMOND	**637.6**	**.2676**	**29.9**	**12.1**	**17.0**	**18.3**	**23.0**	**216.6**	**3,410,669**	**733,622**	**335,691**	**402,527**	**132,072**	**646,677**	**178,713**
Lake	506.6	.2126	30.1	12.0	16.3	17.9	24.1	172.9	2,906,589	616,249	279,800	359,577	114,554	550,069	136,296
• East Chicago	37.1	.0156	29.9	12.9	14.5	15.4	27.3	13.0	115,587	22,660	15,815	9,637	4,671	19,306	10,705
• Gary	143.2	.0601	27.9	12.2	15.9	16.3	22.5	47.5	455,871	111,095	38,225	35,242	13,347	86,510	30,072
• Hammond	89.6	.0376	31.4	12.7	16.5	15.9	28.1	33.3	496,342	93,905	58,309	45,930	17,911	77,453	16,614
Porter	131.0	.0550	28.9	12.8	18.9	19.6	18.9	43.7	504,080	117,373	55,891	42,950	17,518	96,608	42,417
SUBURBAN TOTAL	367.7	.1543	30.2	11.9	17.6	19.9	21.6	122.8	2,342,869	505,962	223,342	311,718	96,143	463,408	121,322

FORTWAYNE
INDIANA



The PENETRATION Advantage

83% Fort Wayne Newspapers, The Journal-Gazette and The News-Sentinel reach the people you want to reach.

- In the Fort Wayne City Zone, daily combined household penetration is 83%.
- In the MSA, Fort Wayne Newspapers still provide 75% daily combined household penetration.*

*Source: ABC Audit Report, Dec. 29, 1984

Fort Wayne: the advantage you need to take advantage of.

Fort Wayne Newspapers, agent for
The Journal-Gazette
The News-Sentinel
P.O. Box 100 Fort Wayne, Indiana 46801

For additional information, please call 219 461-8448

Represented Nationally by Knight-Ridder Newspaper Sales, Inc.

IND. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
INDIANAPOLIS	**1,198.7**	**.5030**	**30.9**	**11.7**	**18.0**	**18.8**	**23.9**	**438.4**	**7,567,742**	**1,287,291**	**713,599**	**936,685**	**320,165**	**1,733,976**	**322,252**
Boone	38.6	.0162	32.5	9.6	16.7	20.7	25.1	13.6	182,390	33,548	17,160	8,537	6,151	31,610	8,191
Hamilton	94.3	.0396	31.3	8.7	17.8	23.2	20.2	31.8	380,384	88,040	35,962	21,640	21,161	88,134	18,013
Hancock	46.8	.0196	31.0	9.5	16.8	22.0	21.2	15.7	207,737	37,082	18,028	13,847	4,717	56,686	9,714
Hendricks	76.0	.0319	30.6	10.0	18.0	21.4	20.7	24.8	242,574	74,754	22,254	10,168	7,678	45,713	11,690
Johnson	83.2	.0349	30.1	11.3	17.9	20.1	21.2	28.1	465,188	54,074	33,419	125,050	18,812	74,461	15,719
Marion	765.1	.3211	30.9	12.7	18.2	17.4	25.2	291.9	5,707,467	907,402	558,167	728,980	245,193	1,370,768	240,456
• Indianapolis	708.5	.2973	30.8	12.6	18.2	17.4	25.0	269.5	5,388,937	848,768	521,826	706,452	234,376	1,304,300	227,893
Morgan	54.5	.0229	30.7	10.0	16.7	20.9	21.9	18.4	228,783	60,244	17,561	16,974	9,945	30,594	10,385
Shelby	40.2	.0168	31.6	10.2	16.3	19.1	25.4	14.1	153,219	32,147	11,048	11,489	6,508	36,010	8,084
SUBURBAN TOTAL	490.2	.2057	31.1	10.4	17.4	20.9	22.4	168.9	2,178,805	438,523	191,773	230,233	85,789	429,676	94,359
KOKOMO	**103.3**	**.0434**	**31.3**	**10.5**	**16.9**	**20.2**	**23.6**	**38.0**	**653,857**	**122,162**	**59,605**	**78,550**	**21,560**	**159,159**	**29,139**
Howard	86.6	.0364	31.0	10.6	17.0	20.3	23.0	31.8	586,737	105,457	54,642	76,145	20,489	140,881	25,869
• Kokomo	46.0	.0193	31.3	11.5	17.2	17.5	26.1	18.1	537,910	98,379	51,783	66,934	18,043	135,968	23,655
Tipton	16.7	.0070	32.9	9.9	15.8	19.6	27.0	6.2	67,120	16,705	4,962	2,405	1,071	18,278	3,270
SUBURBAN TOTAL	57.3	.0241	31.3	9.7	16.5	22.3	21.6	19.9	115,947	23,783	7,822	11,616	3,517	23,191	5,484
LAFAYETTE - WEST LAFAYETTE	**122.5**	**.0514**	**26.1**	**26.3**	**17.6**	**14.8**	**19.5**	**42.3**	**708,855**	**116,919**	**70,266**	**109,323**	**27,906**	**160,491**	**29,956**
Tippecanoe	122.5	.0514	26.1	26.3	17.6	14.8	19.5	42.3	708,855	116,919	70,266	109,323	27,906	160,491	29,956
• Lafayette	43.6	.0183	31.3	13.6	19.5	16.2	26.5	17.9	502,058	74,931	40,081	84,300	20,189	129,508	19,506
• West Lafayette	20.7	.0087	23.9	44.2	16.4	11.0	15.5	7.4	152,631	38,773	22,177	24,968	4,614	7,346	10,170
SUBURBAN TOTAL	58.2	.0244	24.4	29.4	16.5	15.2	15.8	17.0	54,166	3,215	8,008	55	3,103	23,637	280
MUNCIE	**124.6**	**.0523**	**29.7**	**17.4**	**15.8**	**17.7**	**23.9**	**44.0**	**766,818**	**143,072**	**75,053**	**91,887**	**40,328**	**145,898**	**36,686**
Delaware	124.6	.0523	29.7	17.4	15.8	17.7	23.9	44.0	766,818	143,072	75,053	91,887	40,328	145,898	36,686
• Muncie	74.8	.0314	28.0	22.9	15.1	14.7	24.7	27.0	657,472	125,325	65,895	76,688	31,666	121,079	35,744
SUBURBAN TOTAL	49.8	.0209	32.0	9.1	16.8	22.3	22.7	17.0	109,346	17,747	9,158	15,199	8,662	24,819	942
SOUTH BEND - MISHAWAKA	**237.7**	**.0998**	**31.7**	**13.3**	**16.6**	**16.5**	**28.0**	**87.2**	**1,450,515**	**263,766**	**132,958**	**210,847**	**100,443**	**311,857**	**63,202**
St. Joseph	237.7	.0998	31.7	13.3	16.6	16.5	28.0	87.2	1,450,515	263,766	132,958	210,847	100,443	311,857	63,202
• Mishawaka	40.9	.0172	31.7	13.0	18.4	15.6	28.3	17.0	485,396	77,692	40,336	105,868	47,314	91,397	20,581
• South Bend	107.0	.0449	32.8	11.5	17.3	14.1	32.0	42.1	759,605	142,689	72,448	86,598	37,994	183,487	36,026
SUBURBAN TOTAL	89.8	.0377	30.2	15.7	15.1	19.8	23.0	28.1	205,514	43,385	20,174	18,381	15,135	36,973	6,595
TERRE HAUTE	**134.3**	**.0564**	**32.0**	**19.9**	**16.0**	**16.0**	**29.2**	**49.1**	**994,095**	**169,021**	**78,609**	**137,730**	**31,545**	**195,015**	**28,934**
Clay	25.0	.0105	34.2	10.3	14.9	17.2	31.6	9.3	110,991	19,419	7,595	9,172	2,393	28,939	6,122
Vigo	109.3	.0459	31.5	16.6	16.1	15.7	28.7	39.8	883,104	149,602	71,014	118,558	29,152	166,076	22,812
• Terre Haute	58.2	.0244	31.4	19.3	14.7	12.8	31.9	22.3	692,910	136,937	54,979	84,147	23,677	96,148	18,508
SUBURBAN TOTAL	76.1	.0320	32.4	11.5	16.7	18.5	27.2	26.8	301,185	32,084	23,630	43,583	7,868	98,867	10,426
OTHER COUNTIES															
Adams	30.6	.0129	29.6	10.7	16.0	16.5	24.3	10.2	137,632	29,983	13,861	7,716	5,975	35,340	6,138
Bartholomew	66.3	.0278	31.[illegible]	10.2	17.7	21.1	22.0	24.0	308,620	56,737	28,384	45,696	14,796	56,382	12,280
Benton	9.8	.0042	33.8	9.6	13.7	17.3	31.1	3.6	33,218	8,274	1,617		839	6,467	1,783
Blackford	15.5	.0065	33.0	9.8	15.5	18.6	28.2	5.6	56,536	15,728	3,822	5,844	1,759	13,522	3,183
Brown	13.5	.0056	32.5	9.6	17.8	19.9	25.7	5.0	19,829	2,779	4,032	318	706	1,617	1,837
Carroll	19.9	.0084	33.0	9.8	15.8	18.2	28.7	7.2	57,364	9,335	4,146	2,787	1,392	18,706	2,847
Cass	40.5	.0170	32.9	10.2	15.7	18.4	28.3	14.6	188,631	36,575	16,017	21,931	8,974	41,914	10,423
☐ Clark	92.0	.0386	30.4	11.1	18.6	18.8	22.7	32.8	578,082	95,340	43,879	107,249	13,743	115,243	17,629
Clinton	31.3	.0131	33.3	10.1	15.6	17.9	29.3	11.4	129,657	32,910	11,593	6,657	5,156	29,411	7,526
Crawford	10.6	.0045	31.8	10.8	15.3	17.6	27.5	3.6	22,271	7,250	1,745	2,631	536	3,067	
Daviess	28.4	.0119	32.9	10.0	15.0	16.6	30.3	10.2	130,461	29,278	8,961	16,075	3,280	22,216	5,808
☐ Dearborn	37.0	.0155	31.4	9.8	16.3	18.9	25.2	12.6	133,314	33,877	9,964	12,886	4,860	26,368	9,340
Decatur	23.8	.0100	31.0	10.6	15.5	17.6	26.2	8.2	100,689	22,493	7,840	8,924	2,631	21,812	3,032
Dubois	35.7	.0150	30.2	12.1	16.6	17.4	24.6	12.4	232,488	37,355	18,100	12,106	10,602	84,791	6,276
Fayette	28.3	.0119	31.4	9.8	16.5	17.9	26.2	10.0	131,661	28,871	10,739	11,972	3,127	29,315	10,888

South Bend Tribune

Serving The
Greater
South Bend
Area

Test Marketing expert states:

"SOUTH BEND AMONG 8 CITIES RANKED THE MOST AVERAGE OF THE AVERAGE"

According to a leading ad agency's Senior Vice President, Media, "Some cities may have been overworked as test markets...and could have become jaded...and therefore display atypical reactions.

"And the census data show dramatic population changes in others.

"As a result," he continued, "we dropped 17 cities from our list of recommended test markets, added 18, and still name South Bend among the 8 cities we consider the 'most average of the average' – a sort of Middle America honor roll of test markets."

For the facts and figures that make South Bend the ideal test market for your product or service, write now or call for your copy of the *South Bend Tribune's 1985 Market Data book.*

Serving The Greater South Bend Area

Albert E. Petersohn, General Advertising Manager, South Bend Tribune, South Bend, Indiana 46626 • 219/233-6161 • Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Indianapolis
Monroe
Brown
Bloomington
Bedford
Lawrence
Martin
Orange
Evansville
Louisville

The Herald-Telephone

Indiana's Best Newspaper

Indiana
BLUE RIBBON DAILY
1984
Hoosier State Press Association

BLOOMINGTON—BEDFORD
Total Primary Market: 192,700 People
69,200 Households
A.B.C. 1984 Estimates

Our newspaper buy "delivers"* the market!

Weekday cume w/4.3 frequency 81%
Sunday cume w/3.5 frequency 79%
Seven-day cume w/6.0 frequency 86%

*RMH Research, 1983

Not Resting On Our Laurels!

We keep improving . . . driven by the dynamic Bloomington-Bedford market's demand for excellence. State-of-the-art new graphic tools at both newspapers are paced by U.S. first installation of world's finest Koenig and Bauer 80-page offset color press in Bloomington. No change, however, in our reputation for editorial excellence . . . and the service, interest, concern, and value advertisers seek!

OUR NEWSPAPERS INFLUENCE:

$1.5 Billion E.B.I.	$152 Million Auto
$789 Million Retail	$ 75 Million Eat/Drink
$168 Million Food	$ 31 Million Drugs

(c) SMM/SBP July, 1985. Sales in home counties and READER HOMES ONLY in trade area counties.

WE REACH*
84% of Food Buyers
85% of Dept/Disc.
86% of Drugs/HBA
88% of Cable TV Users
90% of Buyers of Most Merchandise Lines

Represented Nationally by
BRANHAM

Circulation Up Again!
Comb. Daily 43,412
Sunday 44,292
ABC FAS FAX 3/31/85

BLOOMINGTON
The Herald-Telephone

BEDFORD
The Times-Mail

BLOOMINGTON—BEDFORD
Sunday Herald-Times

Specify Bloomington—Bedford Metro Newspapers On Your Media List

IND. (cont.)
S&MM ESTIMATES

METRO AREA / County / City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
☐ Floyd	63.1	.0265	31.8	10.7	17.1	18.8	25.8	22.4	250,852	61,710	29,664	19,701	17,204	37,536	14,431
• New Albany	37.9	.0159	33.2	11.1	16.6	16.5	30.6	14.5	225,918	52,478	27,216	19,532	15,596	36,977	11,402
Fountain	19.0	.0080	33.8	9.9	14.8	18.9	29.4	6.8	71,502	17,898	7,524	2,759	1,494	23,359	3,776
Franklin	20.6	.0086	30.0	10.2	15.6	18.2	23.9	6.4	42,979	17,052	3,409	1,071	949	6,281	1,725
Fulton	19.9	.0084	34.2	9.9	14.6	17.6	31.3	7.4	81,368	18,877	9,506	6,781	1,355	19,561	5,890
Gibson	34.4	.0144	33.6	11.3	15.0	17.9	30.0	12.9	181,385	43,968	12,909	16,657	4,326	44,314	9,375
Grant	78.7	.0330	31.6	12.5	15.2	18.8	26.0	27.5	443,630	87,544	41,343	57,745	17,602	94,253	20,771
Greene	31.4	.0132	35.2	8.9	15.1	18.1	32.2	12.1	110,733	34,767	7,112	9,237	3,050	19,765	5,685
☐ Harrison	29.7	.0125	30.8	10.6	17.0	19.1	23.7	9.9	83,808	24,590	6,683	6,034	4,118	13,585	3,316
Henry	51.8	.0217	32.5	9.9	15.9	18.9	27.1	18.6	239,738	74,070	19,611	15,470	9,066	40,429	11,544
Huntington	36.3	.0152	31.9	11.6	15.3	17.3	28.0	13.0	157,969	36,840	12,479	15,125	4,860	31,471	8,113
Jackson	37.3	.0157	31.9	10.6	16.1	18.4	26.6	13.5	204,223	47,251	17,745	12,607	5,034	41,267	9,418
Jasper	27.9	.0117	29.0	13.4	15.6	18.0	22.6	9.0	110,703	22,634	8,307	9,242	1,718	22,665	7,228
Jay	22.7	.0095	32.9	9.9	14.8	18.0	28.9	8.3	85,072	24,657	6,900	5,746	3,640	16,595	4,008
Jefferson	31.1	.0131	31.1	12.9	16.3	18.2	25.4	10.8	135,311	33,019	10,036	16,490	6,668	25,201	5,991
Jennings	23.9	.0100	30.3	10.9	17.4	19.1	22.6	7.8	69,243	20,323	5,682	4,708	1,187	10,467	3,616
Knox	42.0	.0176	33.1	14.9	14.3	16.7	30.6	15.9	239,028	45,274	19,467	27,276	11,758	48,730	12,632
Kosciusko	64.8	.0272	30.8	11.5	17.7	18.2	24.3	23.0	287,649	57,755	23,817	22,059	9,922	69,825	13,532
La Grange	27.8	.0117	27.8	10.3	15.8	16.7	22.0	8.5	97,500	24,947	12,647	3,761	1,929	12,854	3,332
La Porte	109.0	.0458	31.6	10.9	17.7	18.0	26.0	37.5	523,243	113,471	45,084	67,257	20,441	103,922	27,253
Lawrence	43.5	.0182	33.1	9.6	16.2	18.5	28.4	16.1	198,266	44,784	14,949	28,482	7,980	40,399	9,515
Marshall	40.8	.0171	32.0	10.5	15.9	17.8	27.4	14.6	178,455	37,895	14,433	6,991	4,842	41,114	9,624
Martin	10.9	.0046	31.3	10.4	16.2	18.0	26.0	3.8	40,423	12,303	1,999	2,145	1,357	9,442	1,267
Miami	39.2	.0164	29.6	12.5	17.2	17.5	23.1	13.6	147,170	30,520	9,848	8,527	5,166	45,402	8,853
Montgomery	35.7	.0150	32.9	11.9	15.3	18.8	28.0	13.1	178,184	37,113	14,820	21,668	5,595	43,270	9,731
Newton	15.4	.0064	30.9	10.0	16.3	17.9	25.5	5.4	43,068	11,099	2,923	981	1,421	6,384	4,465
Noble	37.1	.0156	30.6	10.8	16.9	17.4	25.2	13.0	131,246	34,099	10,184	13,225	3,721	29,420	6,141
Ohio	5.3	.0022	33.3	10.2	14.8	19.3	28.1	1.9	12,478	6,128	917		198		322
Orange	19.0	.0080	33.1	10.2	15.6	17.3	29.7	6.9	56,154	19,715	4,000	3,713	1,787	6,897	2,579
Owen	17.1	.0072	33.4	9.1	15.4	19.1	28.5	6.3	38,271	9,425	3,268	594	1,486	9,825	1,649
Parke	16.8	.0070	34.5	9.3	14.8	18.3	31.0	6.0	41,662	13,532	2,945	1,783	1,427	6,029	2,317
Perry	19.4	.0082	32.6	11.0	15.1	16.7	29.7	6.7	84,485	25,654	6,243	12,859	3,767	11,098	3,855
Pike	13.9	.0058	34.8	9.6	15.0	18.9	30.8	5.3	31,903	11,149	1,897	1,144	1,371	9,935	1,466
Pulaski	13.6	.0056	32.7	10.1	14.3	16.9	29.7	5.0	57,830	9,804	3,455	1,925	1,454	17,586	4,342
Putnam	30.0	.0125	31.6	16.5	13.9	18.9	26.4	9.7	102,797	31,451	7,515	5,830	3,259	18,254	5,803

ELKHART—The "BIGGER MAGNET" Ad Buy!! IF YOU'RE NOT BUYING THE ELKHART TRUTH, YOU'RE NOT COVERING THE "GREAT STATE OF MICHIANA".

Elkhart: by Far The Richest County in Michiana! Covered ONLY BY
The Elkhart Truth

The Elkhart-Goshen metropolitan area experienced a 3.5 percent gain in population between 1980 and 1984, according to a U.S. Census Bureau study. The increase is the largest of any metropolitan area in the state. Add the Truth to your next advertising space schedule.

What Makes Our Market Rich?
RETAIL SALES PER HOUSEHOLD OF $30,910*

and that's over 81% GREATER than South Bend. S & MM Metro Market Ranking Per Household Retail Sales: Elkhart Ranked 55th ... South Bend 173rd. Only the Elkhart Truth covers Elkhart with over 77½% household penetration compared to South Bend Tribune's 12%.

The Elkhart Truth

Represented by BRANHAM Newspaper Sales

*S & MMs survey of Buying Power, July 1984

Call (219)294-1661 ext. 262 for Market Information

IND. (cont.)
ESTIMATES

POPULATION—12/31/84 · RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Randolph	29.8	.0126	32.6	10.0	15.6	19.0	27.2	10.8	105,419	29,292	7,358	4,669	5,336	22,788	5,790
Ripley	25.4	.0106	31.5	10.2	15.2	17.2	27.5	8.4	87,637	27,247	4,720	4,544	2,991	16,372	3,959
Rush	18.9	.0079	32.1	10.4	14.5	17.4	28.3	6.5	75,178	17,771	3,574	5,362	3,214	21,868	5,040
Scott	21.1	.0089	30.4	10.5	16.3	18.8	23.7	7.3	85,936	17,363	7,036	9,627	1,673	13,880	3,564
Spencer	20.6	.0087	31.9	11.3	15.9	17.7	27.3	6.8	63,135	19,397	4,700	1,322	2,169	17,577	1,993
Starke	22.7	.0095	31.7	9.8	15.3	17.9	27.1	7.9	96,402	20,594	4,786	7,201	1,819	18,566	7,983
Steuben	26.3	.0110	31.9	12.7	15.6	17.9	27.3	9.6	144,005	31,051	12,888	8,563	4,064	20,670	4,019
Sullivan	21.2	.0089	35.2	9.0	15.0	16.7	33.5	8.1	56,964	16,628	2,721	2,890	1,302	13,024	2,565
Switzerland	7.6	.0032	34.5	9.4	13.7	18.7	30.6	2.8	13,827	5,340	961	177	298	970	243
Union	6.9	.0029	31.9	9.9	15.6	18.5	26.6	2.4	21,093	6,675	989	514	918	2,719	1,353
Vermillion	18.3	.0076	34.5	9.3	15.5	17.6	31.7	7.2	62,787	13,164	2,575	1,733	208	25,390	2,267
Wabash	36.5	.0153	31.3	12.7	15.1	18.1	26.4	12.5	144,961	29,840	10,696	17,185	4,749	27,940	9,188
Warren	8.9	.0038	33.0	9.4	15.0	19.4	27.7	3.0	9,460	3,956	614	94	159	414	1,038
Washington	22.8	.0096	31.5	10.7	15.3	18.3	26.3	8.0	81,691	18,045	3,554	6,571	2,162	20,925	2,796
Wayne	73.4	.0308	32.9	10.7	15.3	18.4	28.4	27.1	510,271	96,761	37,316	76,582	15,635	122,071	19,555
Richmond	39.9	.0167	33.0	12.1	15.2	16.2	30.7	15.5	430,292	75,633	32,079	74,241	14,073	111,170	16,610
Wells	25.5	.0107	31.4	10.6	16.4	18.4	25.8	9.1	99,443	19,850	8,215	4,415	5,085	37,044	3,648
White	24.5	.0103	33.0	9.7	15.8	17.1	29.9	9.3	116,434	27,133	10,970	7,469	2,484	30,883	4,559
TOTAL METRO COUNTIES	**3,756.0**	**1.5763**	**30.6**	**13.0**	**17.4**	**18.1**	**24.2**	**1,347.5**	**22,347,723**	**4,223,668**	**2,077,530**	**2,030,682**	**965,076**	**4,856,788**	**951,591**
TOTAL STATE	**5,556.9**	**2.3322**	**31.0**	**12.3**	**16.9**	**18.1**	**25.1**	**1,986.7**	**30,095,111**	**5,996,561**	**2,695,034**	**3,536,115**	**1,228,945**	**6,560,463**	**1,328,990**

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

IND.
ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANDERSON	**1,375,943**	**26,080**	**20.9**	**32.6**	**21.1**	**9.9**	**.0550**
Madison	1,375,943	26,080	20.9	32.6	21.1	9.9	.0550
• Anderson	615,971	23,217	23.7	32.8	17.2	7.7	.0292
SUBURBAN TOTAL	759,972	29,121	18.2	32.1	24.9	12.1	.0258
BLOOMINGTON	**943,504**	**20,554**	**26.5**	**28.1**	**14.8**	**8.4**	**.0389**
Monroe	943,504	20,554	26.5	28.1	14.8	8.4	.0389
• Bloomington	450,673	16,487	29.5	21.3	11.2	8.7	.0239
SUBURBAN TOTAL	492,831	24,359	23.7	34.5	18.3	8.2	.0150
ELKHART - GOSHEN	**1,444,585**	**25,159**	**23.1**	**36.4**	**18.6**	**8.9**	**.0625**
Elkhart	1,444,585	25,159	23.1	36.4	18.6	8.9	.0625
• Elkhart	439,807	22,071	26.1	33.5	14.3	7.6	.0260
• Goshen	199,289	22,155	29.3	35.0	16.4	5.3	.0095
SUBURBAN TOTAL	805,489	27,957	19.3	38.7	22.0	10.9	.0270
EVANSVILLE	**3,017,802**	**25,355**	**21.7**	**31.6**	**19.7**	**10.2**	**.1233**
Posey	256,318	25,930	20.7	34.7	21.1	7.0	.0092
Vanderburgh	1,877,619	24,890	22.4	30.2	18.4	11.7	.0803
• Evansville	1,384,212	22,644	24.5	30.7	16.3	9.0	.0662
Warrick	445,738	27,579	19.1	34.7	23.9	7.7	.0157
Henderson, Ky.	*435,127*	*24,616*	*22.3*	*32.3*	*19.7*	*8.5*	*.0181*
SUBURBAN TOTAL	1,633,590	27,866	19.0	32.6	22.9	11.3	.0571
FORT WAYNE	**3,671,687**	**26,331**	**21.9**	**34.4**	**20.8**	**9.6**	**.1476**
Allen	3,134,273	26,782	21.3	33.7	21.4	10.5	.1265
• Fort Wayne	1,699,139	22,774	25.8	33.2	16.8	7.1	.0800
De Kalb	304,185	24,760	23.7	39.0	17.4	5.8	.0116
Whitley	233,229	23,920	25.1	38.8	17.6	4.2	.0095
SUBURBAN TOTAL	1,972,548	29,941	17.7	35.7	25.0	12.3	.0676
GARY - HAMMOND	**6,134,471**	**27,415**	**17.4**	**35.0**	**22.0**	**9.3**	**.2514**
Lake	4,725,875	26,454	17.8	35.2	20.6	8.5	.2015
• East Chicago	299,381	21,729	18.2	31.9	15.3	6.2	.0116
• Gary	1,081,719	21,411	19.6	31.9	15.6	5.4	.0436
• Hammond	848,967	24,730	21.0	37.4	17.8	6.0	.0355
Porter	1,408,596	31,391	16.1	34.3	27.7	12.3	.0499
SUBURBAN TOTAL	3,904,404	30,630	15.6	35.7	26.4	12.0	.1607

THE EVANSVILLE NEWSPAPERS RANK 5TH IN PERCENT OF DAILY HOUSEHOLD COVERAGE.*

The Evansville Courier and The Evansville Press penetrate to 76.1% of Evansville MSA households daily and 71.4% on Sunday; reaching 97% with incomes over $30,000, 89% age 25 to 54 and 93% college educated (MOR).

* Of the top 145 MSA's in the U.S.(Circulation '84/'85).

newsplan sau

Represented nationally by Story & Kelly-Smith
New York, Boston, Chicago, San Francisco, Dallas,
Detroit, Atlanta, Los Angeles, Philadelphia.

The Evansville Newspapers
Morning COURIER
Evening PRESS
SUNDAY COURIER and PRESS

Phone (812) 464-7644, Telecopier (812) 424-9091

IND. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
INDIANAPOLIS	**13,135,805**	**27,154**	**20.2**	**32.3**	**21.2**	**12.3**	**.5303**
Boone	389,553	25,342	21.6	34.4	18.7	10.2	.0149
Hamilton	1.119,437	32,233	16.0	31.0	25.1	18.8	.0384
Hancock	464,484	28,899	18.7	35.0	25.6	9.2	.0177
Hendricks	752,135	29,429	18.1	36.0	25.8	9.7	.0266
Johnson	862,788	28,853	18.3	34.0	24.1	11.7	.0344
Marion	8,684,917	26,426	20.8	31.2	20.2	12.7	.3647
● Indianapolis	7,955,023	26,261	20.9	31.0	20.1	12.6	.3385
Morgan	504,505	26,360	20.3	36.3	20.7	7.5	.0196
Shelby	357,986	23,641	24.3	37.9	15.9	6.0	.0140
SUBURBAN TOTAL	5,180,782	28,401	19.1	34.5	22.8	11.7	.1918
KOKOMO	**1,151,499**	**28,055**	**19.3**	**30.6**	**21.2**	**14.8**	**.0460**
Howard	985,224	28,789	18.3	30.0	21.9	16.0	.0399
● Kokomo	499,396	24,801	21.2	30.1	18.3	11.8	.0260
Tipton	166,275	24,827	24.0	34.0	17.5	9.2	.0061
SUBURBAN TOTAL	652,[illegible]	30,875	17.5	31.1	23.7	17.7	.0200
LAFAYETTE - WEST LAFAYETTE	**1,231,411**	**23,974**	**24.8**	**31.7**	**17.7**	**10.0**	**.0506**
Tippecanoe	1,231,411	23,974	24.8	31.7	17.7	10.0	.0506
● Lafayette	464,640	23,351	24.8	34.6	16.6	7.1	.0243
● West Lafayette	227,619	21,019	28.0	23.5	13.7	15.2	.0097
SUBURBAN TOTAL	539,152	25,734	23.5	32.0	20.7	10.9	.0166
MUNCIE	**1,215,047**	**24,409**	**22.8**	**31.3**	**19.0**	**9.0**	**.0519**
Delaware	1,215,047	24,409	22.8	31.3	19.0	9.0	.0519
● Muncie	681,650	20,503	26.7	29.6	14.4	7.2	.0347
SUBURBAN TOTAL	533,397	30,505	16.6	33.9	26.4	12.0	.0172
SOUTH BEND - MISHAWAKA	**2,440,053**	**25,051**	**22.8**	**34.0**	**18.4**	**9.3**	**.1008**
St. Joseph	2,440,053	25,051	22.8	34.0	18.4	9.3	.1008
● Mishawaka	411,641	22,269	26.3	35.9	14.9	5.0	.0227
● South Bend	1,071,426	22,442	25.3	33.1	15.2	7.6	.0473
SUBURBAN TOTAL	956,986	30,866	16.8	34.2	25.3	14.4	.0308
TERRE HAUTE	**1,270,026**	**22,285**	**26.0**	**32.0**	**16.1**	**7.4**	**.0588**
Clay	226,753	22,238	25.3	32.9	16.6	5.8	.0090
Vigo	1,043,273	22,296	26.1	31.9	15.9	7.8	.0498
● Terre Haute	513,521	19,046	29.5	30.5	11.8	5.1	.0309
SUBURBAN TOTAL	756,505	25,239	23.0	33.2	19.7	9.3	.0279
OTHER COUNTIES							
Adams	283,439	25,919	21.9	35.1	19.1	9.4	.0113
Bartholomew	817,790	30,848	15.8	30.2	23.8	17.8	.0287
Benton	85,822	21,356	28.1	34.6	12.8	6.5	.0032
Blackford	138,932	23,091	24.7	33.0	18.2	5.4	.0053
Brown	107,543	19,701	30.9	35.0	11.8	2.4	.0038
Carroll	181,302	23,072	26.5	37.5	15.6	5.6	.0064
Cass	361,039	22,697	25.8	36.2	16.3	4.9	.0148
☐ Clark	814,522	23,311	24.4	37.2	16.8	4.8	.0370
Clinton	293,245	22,602	26.2	34.3	16.3	6.0	.0113
Crawford	66,922	15,916	31.5	26.2	9.4	2.3	.0028
Daviess	243,261	20,390	28.0	30.6	13.9	6.4	.0102
☐ Dearborn	340,779	25,641	20.8	34.9	19.5	8.3	.0128
Decatur	202,472	22,511	25.6	35.9	14.8	6.3	.0082
Dubois	327,389	23,686	24.0	37.1	15.6	6.8	0147
Fayette	253,515	23,000	24.7	35.1	16.7	6.8	.0103
☐ Floyd	596,686	24,458	22.2	34.0	19.2	7.8	.0227
● New Albany	350,173	21,704	25.3	33.3	15.0	6.0	.0152
Fountain	144,632	19,395	29.9	34.3	11.0	2.8	.0061
Franklin	153,395	21,251	28.1	34.1	13.9	5.5	.0056
Fulton	167,758	20,467	29.6	35.5	11.6	4.2	.0068
Gibson	331,083	23,150	24.0	31.5	17.5	7.7	.0134
Grant	774,376	25,543	21.3	32.3	20.5	9.7	.0320
Greene	278,858	19,856	27.5	29.6	15.1	5.0	.0107
☐ Harrison	248,415	23,195	24.5	37.2	15.9	5.7	.0092
Henry	455,606	22,503	25.6	34.7	16.3	5.3	.0188
Huntington	327,645	22,839	27.4	37.2	14.9	5.5	.0131
Jackson	308,493	21,103	26.9	35.9	12.9	4.0	.0138
Jasper	250,355	25,339	22.2	37.5	17.4	8.6	.0098
Jay	176,220	19,250	30.7	34.3	10.6	2.9	.0073
Jefferson	297,703	23,542	25.5	30.8	18.4	9.5	.0116

Buy One

Indiana Newspaper Group

● Anderson ● Bloomington/Bedford
● Lafayette ● Muncie
● Terre Haute

Introducing the

Buy One Indiana Newspaper Group

Anderson Bulletin Herald
Bloomington/Bedford Herald Times
Lafayette Journal and Courier
Muncie Star Press
Terre Haute Tribune-Star

Daily Circulation 201,438

Represented Nationally By Branham Newspaper Sales

One Order/One Bill

10% Group Discount

Buy One Group — your number one Central Indiana newspaper buy after Indianapolis

Buy One Group covers 26 Central Indiana counties with over 1 million population and $973,312,000 in retail food sales.

IND. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Jennings	184,945	21,465	26.5	35.2	14.7	3.9	.0072
Knox	350,244	19,379	28.3	30.3	10.8	4.6	.0159
Kosciusko	638,423	24,686	24.0	34.9	18.6	8.7	.0244
La Grange	201,155	20,819	30.0	34.4	12.4	5.5	.0085
La Porte	1,038,904	25,578	22.1	34.1	20.6	8.2	.0414
Lawrence	293,264	21,682	26.2	32.1	16.7	5.6	.0159
Marshall	374,795	22,958	26.0	34.0	17.1	6.4	.0148
Martin	94,037	22,430	25.2	33.7	16.2	6.4	.0038
Miami	326,233	21,305	29.6	34.6	14.7	4.4	.0130
Montgomery	338,738	23,359	26.9	35.3	17.0	6.7	.0137
Newton	123,156	21,653	25.0	37.3	13.2	4.0	.0047
Noble	316,313	22,490	27.3	36.9	16.0	4.2	.0124
Ohio	48,956	23,243	22.3	29.7	18.4	8.3	.0015
Orange	132,373	16,825	32.4	29.4	7.3	3.0	.0055
Owen	131,191	18,665	29.2	32.4	10.7	3.1	.0049
Parke	131,052	19,686	27.5	33.7	11.3	4.2	.0050
Perry	148,730	20,205	26.8	34.7	12.6	3.2	.0064
Pike	118,115	19,746	27.9	21.3	14.3	3.8	.0043
Pulaski	122,764	21,254	28.5	32.4	14.2	6.8	.0048
Putnam	246,454	22,609	25.2	34.7	16.8	4.6	.0096

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Randolph	254,796	21,946	26.0	36.6	14.6	4.3	.0100
Ripley	206,187	21,920	25.3	34.5	14.3	6.4	.0082
Rush	155,452	21,473	27.8	33.9	14.9	5.4	.0063
Scott	169,209	21,072	28.5	35.2	13.1	4.6	.0070
Spencer	174,700	23,314	24.0	33.0	17.4	6.7	.0066
Starke	164,705	19,222	28.0	34.3	11.1	2.5	.0073
Steuben	246,[illegible]96	22,764	25.4	35.5	15.7	6.4	.0103
Sullivan	162,133	17,582	32.5	31.6	9.5	2.4	.0062
Switzerland	52,465	16,400	31.3	30.6	6.9	2.3	.0020
Union	58,445	21,877	27.3	32.8	16.2	6.1	.0023
Vermillion	163,832	20,402	28.0	32.0	14.4	4.6	.0062
Wabash	325,163	22,794	26.9	35.5	16.4	6.0	.0127
Warren	92,229	28,478	17.6	32.9	22.2	13.3	.0028
Washington	170,698	18,991	30.1	33.2	9.9	4.1	.0073
Wayne	662,941	22,008	25.8	34.3	14.8	6.1	.0307
Richmond	354,131	19,835	27.4	31.8	12.6	5.3	.0202
Wells	225,661	22,681	27.3	37.7	14.9	5.1	.0089
White	220,167	21,940	27.3	37.8	12.9	4.8	.0090
TOTAL METRO COUNTIES	**38,597,108**	**26,051**	**21.1**	**33.1**	**20.2**	**10.2**	**1.5867**
TOTAL STATE	**54,591,204**	**24,802**	**22.6**	**33.5**	**18.7**	**9.0**	**2.2222**

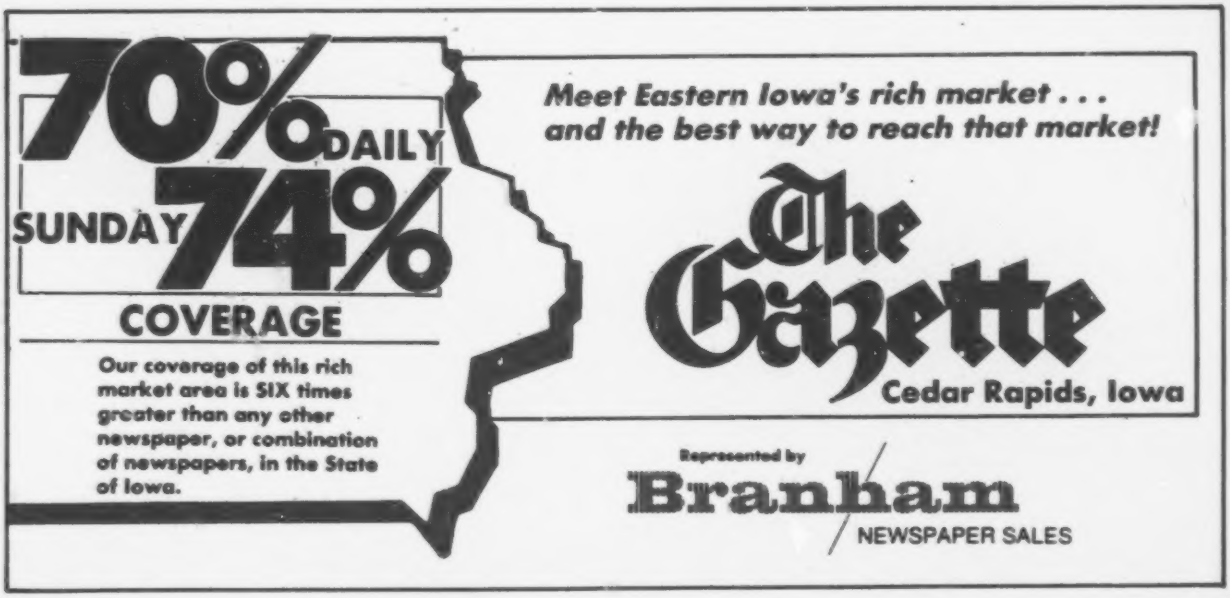
IOWA

IOWA
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CEDAR RAPIDS	**171.4**	**.0720**	**30.6**	**12.6**	**18.5**	**18.4**	**23.4**	**66.2**	**953,832**	**205,498**	**81,522**	**172,462**	**42,755**	**186,198**	**29,958**
Linn	171.4	.0720	30.6	12.6	18.5	18.4	23.4	66.2	953,832	205,498	81,522	172,462	42,755	186,198	29,958
• Cedar Rapids	109.7	.0460	31.0	13.0	18.9	17.4	24.9	44.0	794,863	147,721	66,324	169,478	37,500	159,263	24,098
SUBURBAN TOTAL	61.7	.0260	29.9	11.7	17.9	20.5	20.4	22.2	158,969	57,777	15,198	2,984	5,255	26,935	5,860
DAVENPORT - ROCK ISLAND - MOLINE	**388.3**	**.1630**	**30.9**	**11.9**	**17.6**	**18.0**	**24.8**	**146.0**	**2,055,343**	**402,048**	**205,964**	**291,560**	**79,473**	**461,189**	**77,220**
Scott	166.3	.0698	29.6	12.2	19.2	18.1	21.6	62.2	928,391	191,562	94,379	144,539	44,529	188,266	26,074
• Davenport	104.1	.0437	29.7	13.4	19.4	16.2	23.6	40.6	672,689	128,180	67,854	109,242	36,626	155,819	19,755
Henry, Ill.	*57.1*	*.0240*	*32.6*	*9.9*	*15.5*	*18.6*	*27.8*	*20.9*	*187,310*	*38,055*	*18,107*	*8,642*	*8,952*	*45,612*	*8,999*
Rock Island, Ill.	*164.9*	*.0692*	*31.8*	*12.3*	*16.6*	*17.7*	*26.9*	*62.9*	*939,642*	*172,431*	*93,478*	*138,379*	*25,992*	*227,311*	*42,147*
• *Moline*	*45.8*	*.0192*	*33.0*	*12.2*	*17.0*	*17.3*	*29.4*	*18.8*	*414,093*	*55,151*	*45,708*	*99,787*	*17,403*	*77,426*	*14,874*
• *Rock Island*	*45.3*	*.0190*	*31.8*	*14.3*	*15.7*	*15.0*	*30.0*	*17.5*	*172,752*	*27,761*	*19,393*	*11,352*	*3,194*	*41,200*	*9,590*
SUBURBAN TOTAL	193.1	.0811	30.9	10.5	17.2	19.8	23.1	69.1	795,809	190,956	73,009	71,179	22,250	186,744	33,001



70% DAILY
SUNDAY 74%
COVERAGE
Our coverage of this rich market area is SIX times greater than any other newspaper, or combination of newspapers, in the State of Iowa.
Meet Eastern Iowa's rich market . . . and the best way to reach that market!
The Gazette
Cedar Rapids, Iowa
Represented by
Branham
NEWSPAPER SALES

IOWA (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1984 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
DES MOINES	**380.5**	**.1598**	**31.1**	**12.2**	**18.7**	**18.4**	**24.4**	**150.4**	**2,342,367**	**526,843**	**206,689**	**338,558**	**116,841**	**507,424**	**54,476**
Dallas	30.8	.0130	32.7	9.3	16.9	18.8	27.3	11.8	115,444	33,865	4,551	11,340	2,665	33,921	1,795
Polk	312.1	.1310	31.1	12.7	19.0	18.1	24.5	125.5	2,135,873	468,805	196,800	322,654	112,896	439,299	50,660
• Des Moines	190.5	.0799	31.5	13.5	18.8	16.0	27.5	79.8	1,435,053	304,261	131,078	230,387	74,665	312,523	32,315
Warren	37.6	.0158	30.0	10.7	17.8	20.5	20.6	13.1	91,050	24,173	5,338	4,564	1,280	34,204	2,021
SUBURBAN TOTAL	190.0	.0799	30.7	11.0	18.7	20.7	21.2	70.6	907,314	222,582	75,611	108,171	42,176	194,901	22,161
DUBUQUE	**93.7**	**.0393**	**29.3**	**13.2**	**16.2**	**16.3**	**24.4**	**31.9**	**481,421**	**98,409**	**42,542**	**82,900**	**24,811**	**98,581**	**16,329**
Dubuque	93.7	.0393	29.3	13.2	16.2	16.3	24.4	31.9	481,421	98,409	42,542	82,900	24,811	98,581	16,329
• Dubuque	61.4	.0258	30.6	14.0	16.3	15.6	27.2	22.2	422,480	88,834	37,659	80,999	20,102	80,712	15,523
SUBURBAN TOTAL	32.3	.0135	26.7	11.7	16.0	17.7	19.1	9.7	58,941	9,575	4,883	1,901	4,709	17,869	806
IOWA CITY	**85.7**	**.0360**	**26.9**	**25.1**	**23.5**	**14.7**	**16.2**	**33.3**	**409,802**	**86,955**	**45,050**	**52,375**	**21,276**	**72,925**	**11,327**
Johnson	85.7	.0360	26.9	25.1	23.5	14.7	16.2	33.3	409,802	86,955	45,050	52,375	21,276	72,925	11,327
• Iowa City	51.3	.0215	25.3	32.0	24.1	12.5	14.2	19.9	297,650	66,765	31,721	42,112	13,878	47,154	9,075
SUBURBAN TOTAL	34.4	.0145	29.3	14.8	22.8	18.0	19.0	13.4	112,152	20,190	13,329	10,263	7,398	25,771	2,252
SIOUX CITY	**118.0**	**.0495**	**31.4**	**11.6**	**16.7**	**16.1**	**27.9**	**44.6**	**671,602**	**146,920**	**51,580**	**98,729**	**29,642**	**140,410**	**18,111**
Woodbury	100.1	.0420	31.8	11.7	16.4	16.0	28.7	38.2	611,567	135,565	44,088	98,056	25,725	128,552	16,707
• Sioux City	81.0	.0340	31.8	12.2	16.5	15.7	29.0	31.2	579,134	127,447	40,819	96,661	23,685	120,723	16,452
Dakota, Neb.	*17.9*	*.0075*	*29.3*	*11.3*	*18.7*	*16.7*	*22.6*	*6.4*	*60,035*	*11,355*	*7,492*	*673*	*3,917*	*11,858*	*1,404*
SUBURBAN TOTAL	37.0	.0155	30.6	10.4	17.0	17.1	25.4	13.4	92,468	19,473	10,761	2,068	5,957	19,687	1,659
WATERLOO - CEDAR FALLS	**163.5**	**.0685**	**29.7**	**15.0**	**17.5**	**16.5**	**24.3**	**59.9**	**800,211**	**162,145**	**68,923**	**108,288**	**35,271**	**184,895**	**27,110**
Black Hawk	138.1	.0579	29.5	15.4	17.8	16.3	23.8	50.8	718,308	137,410	62,527	103,318	32,667	167,823	24,086
• Cedar Falls	35.7	.0150	26.3	25.4	17.4	15.7	19.2	12.1	226,094	36,269	17,434	22,077	9,419	75,753	6,987
• Waterloo	75.0	.0315	30.9	12.4	18.3	15.8	26.7	29.6	455,768	87,793	41,304	79,814	22,640	85,512	16,508
Bremer	25.4	0106	31.3	13.2	15.0	17.7	26.7	9.1	81,903	24,735	6,396	4,970	2,604	17,072	3,024
SUBURBAN TOTAL	52.8	.0220	30.3	11.8	16.4	18.1	24.2	18.2	118,349	38,083	10,185	6,397	3,212	23,630	3,615
OTHER COUNTIES															
Adair	9.5	.0040	37.9	8.9	12.9	16.1	37.1	3.8	42,849	12,308	4,382	1,250	598	6,750	1,016
Adams	5.6	.0023	38.3	8.4	13.0	17.5	36.4	2.2	14,278	4,668	554	409	384	2,077	470
Allamakee	15.2	.0064	34.0	9.5	13.4	15.6	33.0	5.5	71,812	20,545	4,121	4,110	1,186	21,282	622
Appanoose	15.5	.0065	35.8	9.5	13.9	15.4	35.5	6.3	65,175	19,227	4,692	7,007	1,806	11,137	1,266
Audubon	8.2	.0034	37.6	8.7	12.5	16.6	36.5	3.2	32,481	7,582	1,794	932	1,769	9,568	798
Benton	23.9	.0101	33.3	10.0	14.5	17.8	29.8	9.1	76,281	17,196	5,209	1,209	3,063	24,812	2,461
Boone	26.1	.0110	34.4	10.7	16.2	17.0	32.0	10.2	100,339	24,536	8,132	6,066	5,829	25,517	3,214
Buchanan	23.4	.0099	30.0	10.9	15.6	15.8	26.4	8.2	81,187	21,807	5,758	4,106	969	21,171	2,718
Buena Vista	20.9	.0087	33.8	13.1	14.5	14.9	33.3	8.1	128,022	27,913	9,539	11,860	4,810	33,473	2,957
Butler	17.6	.0074	34.2	9.1	14.9	16.1	32.7	6.6	40,343	11,397	2,074	2,103	1,659	9,502	770
Calhoun	13.0	.0055	38.2	9.2	12.7	16.0	37.5	5.0	44,295	12,605	2,366	1,610	2,626	11,017	1,344
Carroll	23.2	.0097	31.9	10.4	13.8	15.4	30.3	8.3	154,057	22,387	10,183	11,560	3,376	42,168	1,651
Cass	17.1	.0072	36.4	9.5	14.0	16.4	35.3	7.0	112,182	25,843	5,834	10,077	2,031	22,441	3,750
Cedar	19.1	.0080	33.6	9.5	15.5	17.6	30.2	7.3	73,865	17,449	3,830	2,788	2,284	19,340	1,189
Cerro Gordo	48.1	.0202	33.7	11.8	16.1	16.9	31.1	19.4	339,556	78,655	23,449	45,283	12,129	68,020	8,967
Cherokee	15.7	.0066	34.6	9.7	14.9	16.9	32.4	6.2	84,807	21,522	4,111	5,408	2,435	26,858	2,702
Chickasaw	15.5	.0065	32.2	10.6	13.7	16.8	29.4	5.6	47,768	11,368	3,277	2,519	1,353	14,401	1,576
Clarke	9.0	.0038	35.3	9.7	14.2	17.0	33.4	3.5	47,315	14,412	3,461	4,111	335	8,327	854
Clay	20.0	.0084	32.2	11.3	16.6	16.5	28.8	8.1	132,783	26,826	9,095	12,309	5,108	33,610	3,076
Clayton	21.5	.0090	34.0	10.1	13.6	16.4	32.3	8.2	72,510	16,720	3,[illegible]	888	2,370	22,076	2,031
Clinton	56.3	.0236	32.3	10.6	15.9	17.5	28.2	20.9	303,832	71,431	23,[illegible]41	31,169	16,638	84,453	8,485
Crawford	18.9	.0079	32.6	10.4	14.4	16.7	29.8	7.0	67,308	16,915	6,517	3,218	1,799	11,934	1,740
Davis	9.4	.0039	34.9	9.9	13.5	16.9	32.9	3.4	30,694	7,728	1,692	511	914	7,727	1,002
Decatur	9.7	.0041	33.8	15.9	12.9	15.0	33.4	3.5	35,483	12,150	2,154	1,313	841	5,266	1,900
Delaware	19.4	.0081	30.2	11.0	13.9	16.3	27.0	6.7	72,900	19,116	4,813	5,581	1,479	16,191	2,927
Des Moines	46.0	.0193	33.2	10.1	16.4	17.3	29.8	18.2	263,601	61,909	20,958	42,735	14,244	45,107	7,145
Dickinson	16.6	.0070	35.2	8.8	16.0	16.8	33.5	6.7	80,104	15,034	10,243	4,132	2,165	17,805	2,126
Emmet	12.9	.0054	32.5	11.3	15.1	15.6	30.7	5.1	59,000	14,999	3,425	4,450	1,613	15,404	1,479
Fayette	24.7	.0104	33.7	10.7	13.8	16.2	32.0	9.4	102,730	24,208	5,592	8,076	3,886	29,839	2,058

discover DUBUQUE

The Dubuque **Telegraph Herald** presents

The Dubuque MSA: Iowa's Money Market.

Only the Telegraph Herald can bring you the Dubuque MSA and the highest retail sales per household in Iowa - $16,026 - and 34th in the nation.

The Telegraph Herald with daily penetration of 76% and 80% on Sunday delivers that retail buying power. Add to that the Telegraph Herald's Circulaton in Illinois and Wisconsin and you have an impressive advertising buy.

Add the "money market" to your advertising schedule. For more information call 319-588-5723 or contact Branham Newspaper Sales.

Telegraph Herald

S&MM Survey of Buying Power Circulation 84/85

IOWA (cont.)
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Floyd	19.2	.0081	34.6	9.0	14.2	17.5	31.9	7.3	88,961	24,124	6,085	9,766	2,400	18,579	2,156
Franklin	12.9	.0054	36.1	8.9	14.7	16.9	34.4	5.3	45,427	12,071	2,053	2,591	1,468	10,597	1,279
Fremont	9.5	.0040	37.0	8.2	14.1	16.3	36.0	3.8	42,211	17,603	2,316	202	1,108	4,918	1,678
Greene	11.8	.0049	36.8	8.6	14.0	15.6	36.4	4.8	54,859	11,673	3,720	2,663	853	18,778	2,246
Grundy	14.3	.0060	35.0	8.8	14.7	18.0	32.0	5.5	46,125	14,137	4,220		1,543	11,403	2,139
Guthrie	11.9	.0050	38.7	7.6	13.3	16.3	38.0	4.7	25,274	7,863	1,705	1,779	1,700	4,991	1,134
Hamilton	17.5	.0074	34.9	9.8	14.7	17.1	32.7	7.0	71,512	21,493	6,120	4,103	2,068	9,642	2,448
Hancock	14.1	.0059	33.2	9.7	15.8	16.2	30.9	5.5	32,417	9,673	2,474	560	1,942	7,176	1,555
Hardin	21.6	.0090	35.3	10.8	13.8	16.5	33.8	8.3	123,384	29,802	5,366	7,074	3,065	38,946	3,375
Harrison	16.2	.0068	35.1	9.7	13.1	16.6	33.4	6.1	77,653	12,979	5,065	1,324	2,646	34,508	3,466
Henry	19.2	.0081	33.1	11.9	16.1	16.6	30.4	7.1	88,799	21,216	4,870	7,135	2,970	26,996	3,012
Howard	10.9	.0046	36.6	9.1	12.5	15.0	36.6	4.2	40,662	12,216	1,894	1,670	1,369	7,657	2,126
Humboldt	12.3	.0051	36.4	9.2	13.5	16.9	34.7	5.1	49,284	14,967	3,901	3,201	1,740	12,633	1,752
Ida	8.9	.0038	37.0	8.9	13.4	16.4	35.9	3.5	39,489	10,731	1,792	2,291	688	9,947	1,442
Iowa	15.5	.0065	35.0	9.9	14.4	17.0	33.0	6.0	73,982	18,319	15,135	1,051	4,121	10,635	1,452
Jackson	23.2	.0097	31.8	10.4	13.9	17.2	28.3	8.4	74,771	23,500	4,857	5,585	2,888	14,475	2,410
Jasper	36.5	.0153	34.0	9.8	15.4	18.6	29.9	14.2	159,676	38,692	10,946	9,528	5,061	38,469	6,125
Jefferson	17.1	.0072	31.9	13.7	20.1	15.9	28.0	6.1	77,148	19,549	4,942	5,642	1,322	22,339	2,233
Jones	20.9	.0087	32.0	11.8	15.3	16.8	28.7	7.3	68,114	16,957	4,009	4,838	1,597	18,769	1,836
Keokuk	12.6	.0053	37.2	9.1	13.3	15.6	36.8	5.0	34,125	4,173	1,747	271	853	11,740	948
Kossuth	21.5	.0091	33.2	10.2	13.9	16.3	31.2	8.1	97,434	19,967	6,952	8,248	4,067	29,080	1,874
Lee	43.1	.0180	33.0	10.5	16.4	17.2	29.6	16.4	191,475	54,431	14,928	23,024	9,955	38,479	6,829
Louisa	12.6	.0053	32.2	9.9	15.[illegible]	17.8	27.8	4.6	37,056	13,167	3,261	647	837	11,261	1,145
Lucas	10.3	.0043	37.7	8.7	13.1	17.8	35.5	4.3	58,020	16,136	2,642	2,164	1,852	8,645	1,732
Lyon	12.8	.0054	33.0	9.3	14.3	15.8	31.4	4.6	34,138	8,919	1,975	832	3,188	6,341	480
Madison	12.7	.0053	35.4	7.9	14.5	17.8	32.7	4.7	56,814	14,700	5,036	1,614	1,233	14,601	1,928
Mahaska	23.4	.0098	33.6	12.0	15.5	15.6	32.2	9.1	100,434	26,859	8,586	9,099	5,467	17,888	2,645
Marion	30.9	.0130	32.4	12.9	15.2	16.9	29.2	11.1	101,313	24,872	9,332	7,745	4,673	26,207	3,398
Marshall	41.3	.0173	33.0	10.4	16.7	17.7	29.0	16.1	206,382	50,616	17,029	24,695	6,871	46,701	9,315
Mills	14.1	.0059	32.1	9.8	17.6	17.8	27.1	5.0	44,499	11,713	2,999	2,162	917	14,622	1,566
Mitchell	11.9	.0050	36.2	9.7	12.1	16.0	35.4	4.6	44,962	6,864	2,573	893	1,499	9,677	1,494
Monona	11.5	.0049	38.7	8.4	13.2	15.8	39.2	4.6	55,530	10,752	3,360	1,727	1,591	21,993	3,029
Monroe	9.0	.0037	36.1	10.0	13.6	15.9	35.2	3.5	26,415	8,574	1,139	799	234	6,477	452
Montgomery	13.7	.0058	36.9	9.3	14.5	15.6	36.5	5.6	74,157	16,230	4,355	10,572	2,172	16,710	3,392
Muscatine	41.7	.0175	31.1	11.1	16.5	17.8	25.7	15.3	193,213	52,742	15,540	14,403	7,794	30,916	7,361

ADD THE ODDBALL

Oddball — like the newspaper situation in Iowa.

Reach 1,050,500 readers in the Des Moines Sunday Register. Even though the Des Moines metro market doesn't make the top 100, the Register's "oddball" market coverage offers a statewide audience larger than the ADI audiences of the *Milwaukee Sunday Journal* or *Phoenix Sunday Republic!*

The Des Moines Register

IOWA'S BEST READ NEWSPAPER

*Source: Scarborough's National Newspaper Audience Ratings Study, 1983. Represented nationally by CWO&O.

IOWA (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
O'Brien	16.7	.0070	35.2	10.5	13.4	15.9	34.4	6.4	86,101	16,768	5,372	4,980	1,971	24,130	3,080
Osceola	8.3	.0035	35.3	9.8	13.0	16.2	34.1	3.2	22,862	5,564	1,521	851	580	3,734	366
Page	19.2	.0080	37.0	9.3	14.2	15.9	36.4	7.7	101,477	11,743	4,540	14,131	4,188	17,679	3,464
Palo Alto	12.3	.0052	34.5	11.1	12.8	15.8	33.5	4.9	50,350	9,187	2,569	1,290	2,072	16,291	1,417
Plymouth	25.0	.0105	32.0	11.6	14.2	16.1	29.7	9.1	109,754	29,488	7,342	7,701	1,802	27,825	2,053
Pocahontas	10.7	.0045	37.5	8.6	12.8	16.3	36.7	4.2	32,389	7,692	2,472	812	895	7,879	305
☐ Pottawattamie	86.9	.0364	31.5	11.3	15.8	17.8	26.6	32.8	530,770	92,942	39,877	46,622	7,780	149,726	21,678
• Council Bluffs	56.2	.0236	31.2	12.4	16.0	16.4	27.5	22.0	447,567	79,729	32,647	44,751	6,975	137,960	20,025
Poweshiek	19.2	.0081	32.7	14.4	14.4	16.3	30.3	7.2	119,203	26,210	9,106	6,266	2,539	27,765	2,698
Ringgold	6.0	.0025	39.9	8.1	13.6	15.8	39.4	2.4	21,373	5,476	1,796	1,035	528	7,572	602
Sac	13.3	.0056	37.2	8.9	13.5	15.4	36.9	5.4	50,845	8,793	2,970	982	610	11,906	1,468
Shelby	14.8	.0062	34.3	9.2	13.5	16.6	32.4	5.5	70,972	18,162	5,849	8,020	805	17,438	1,882
Sioux	31.9	.0134	29.1	15.1	13.8	15.3	26.5	10.7	111,339	23,765	5,790	3,286	3,938	40,019	3,411
Story	74.8	.0314	24.9	30.6	18.1	13.5	18.2	25.5	386,557	94,277	35,707	48,521	17,760	91,519	9,563
Ames	46.2	.0194	23.7	42.4	17.9	11.3	13.2	14.7	301,731	69,027	32,162	46,524	13,730	60,104	7,817
Tama	19.3	.0081	35.3	8.9	13.8	16.9	33.4	7.1	64,624	19,792	4,628	3,893	2,645	11,691	745
Taylor	8.1	.0034	39.4	8.5	12.9	15.1	39.6	3.3	24,801	8,510	2,011	681	673	2,989	402
Union	13.9	.0058	34.8	10.0	14.6	16.1	33.6	5.6	74,585	20,067	4,679	5,880	1,239	17,148	1,330
Van Buren	8.6	.0036	36.1	8.8	13.5	16.6	34.8	3.3	18,900	4,987	1,578	408	699	2,130	346
Wapello	39.5	.0166	35.2	10.4	15.0	16.7	33.5	15.8	194,382	53,214	11,903	21,588	6,617	39,017	6,003
Washington	20.7	.0087	33.8	9.7	15.3	16.6	31.6	7.8	85,739	20,451	6,118	8,157	2,910	21,553	2,101
Wayne	8.1	.0034	41.7	8.1	12.4	14.8	42.2	3.4	28,226	7,387	1,832	656	626	4,599	1,052
Webster	44.0	.0184	33.2	11.7	15.2	16.6	30.7	17.0	259,034	47,083	22,345	42,321	10,914	61,440	5,621
Winnebago	13.1	.0055	34.7	11.3	14.4	15.6	33.9	5.2	59,516	12,972	3,794	3,850	1,170	21,764	2,047
Winneshiek	22.0	.0093	30.1	17.7	12.8	15.1	28.7	7.7	95,753	21,922	8,538	6,552	5,219	17,901	2,534
Worth	9.1	.0038	36.6	8.8	14.6	17.0	35.1	3.6	26,242	7,775	1,689	64	993	4,216	759
Wright	16.0	.0067	36.9	9.3	13.7	16.4	35.9	6.3	71,183	22,309	4,533	2,107	2,620	18,300	1,839
TOTAL METRO COUNTIES	**1,248.1**	**.5238**	**30.2**	**13.5**	**18.3**	**17.5**	**23.8**	**474.9**	**7,058,361**	**1,499,919**	**623,070**	**1,043,800**	**318,988**	**1,516,567**	**203,459**
TOTAL STATE	**2,961.3**	**1.2344**	**31.9**	**12.3**	**16.3**	**16.9**	**28.0**	**1,118.7**	**14,637,875**	**3,340,249**	**1,169,263**	**1,654,520**	**586,452**	**3,332,941**	**422,473**

IOWA
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CEDAR RAPIDS	**2,063,050**	**29,295**	**18.1**	**33.0**	**25.0**	**11.9**	**.0765**
Linn	2,063,050	29,295	18.1	33.0	25.0	11.9	.0765
• Cedar Rapids	1,350,474	28,489	18.8	32.6	23.7	11.8	.0538
SUBURBAN TOTAL	712,576	30,768	16.6	33.9	27.6	12.0	.0227
DAVENPORT - ROCK ISLAND - MOLINE	**4,651,023**	**29,790**	**17.6**	**30.5**	**24.3**	**14.6**	**.1705**
Scott	1,971,207	29,842	18.0	31.4	24.5	14.0	.0737
• Davenport	1,197,299	27,270	20.4	32.1	21.6	11.5	.0475

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Henry, Ill.	*630,578*	*28,258*	*18.9*	*31.5*	*22.5*	*12.7*	*.0215*
Rock Island, Ill.	*2,049,238*	*30,270*	*16.7*	*29.4*	*24.7*	*15.9*	*.0753*
• *Moline*	*634,859*	*30,751*	*16.5*	*29.5*	*24.1*	*17.9*	*.0257*
• *Rock Island*	*534,135*	*26,913*	*20.0*	*28.9*	*21.6*	*13.3*	*.0182*
SUBURBAN TOTAL	2,284,730	31,650	15.6	30.4	26.5	16.0	.0791
DES MOINES	**4,666,405**	**28,345**	**19.8**	**31.8**	**22.2**	**13.5**	**.1768**
Dallas	307,385	24,277	23.8	35.9	17.8	6.9	.0113
Polk	3,970,350	28,741	19.5	31.0	22.4	14.5	.1527

IOWA
ILLINOIS

QUAD CITIES USA ™

2nd Largest Market in Illinois/Iowa
...only Chicago is Larger!

To reach the 146,000 households in this above-average metro market of the midwest, schedule your advertising in all three

QUAD-CITIES NEWSPAPERS
QUAD-CITY TIMES Davenport/Bettendorf/All Day and Sunday
QUAD-CITY METRO UNIT Rock Island Argus/Moline Dispatch Evening and Sunday

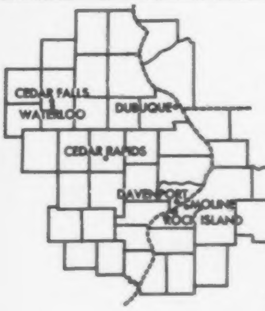
Represented by BRANHAM Newspaper Sales

IOWA (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Des Moines	2,309,241	25,668	22.2	31.7	19.6	11.1	.0940
Warren	388,670	28,832	19.5	34.1	24.6	10.0	.0128
SUBURBAN TOTAL	2,357,164	31,263	17.1	31.5	25.3	16.3	.0828
DUBUQUE	**908,622**	**26,251**	**20.9**	**34.1**	**20.5**	**8.7**	**.0366**
Dubuque	908,622	26,251	20.9	34.1	20.5	8.7	.0366
• Dubuque	623,860	25,525	21.6	33.1	20.0	8.4	.0270
SUBURBAN TOTAL	284,762	27,621	19.0	36.5	21.8	9.5	.0096
IOWA CITY	**1,024,435**	**25,467**	**21.9**	**29.1**	**18.2**	**14.6**	**.0366**
Johnson	1,024,435	25,467	21.9	29.1	18.2	14.6	.0366
• Iowa City	589,888	22,978	23.9	26.4	15.9	14.2	.0227
SUBURBAN TOTAL	434,547	28,513	19.1	32.9	21.6	15.2	.0139
SIOUX CITY	**1,180,189**	**23,705**	**23.2**	**33.0**	**17.2**	**8.3**	**.0484**
Woodbury	1,009,680	23,426	23.6	32.1	17.2	8.4	.0422
• Sioux City	833,923	23,519	23.7	31.7	17.4	8.6	.0364
Dakota, Neb.	*170,509*	*25,032*	*20.8*	*38.6*	*17.5*	*7.5*	*.0062*
SUBURBAN TOTAL	346,266	24,068	21.9	36.4	16.7	7.4	.0120
WATERLOO - CEDAR FALLS	**1,838,800**	**28,258**	**19.0**	**32.6**	**22.5**	**12.2**	**.0679**
Black Hawk	1,577,588	28,599	18.6	32.3	23.0	12.5	.0588
• Cedar Falls	405,580	29,196	18.7	32.2	22.3	15.2	.0161
• Waterloo	876,728	27,322	20.1	31.3	22.4	11.1	.0339
Bremer	261,212	26,394	21.2	34.0	19.6	10.1	.0091
SUBURBAN TOTAL	556,492	29,021	17.7	34.5	23.0	11.8	.0179
OTHER COUNTIES							
Adair	79,462	17,547	32.0	27.9	9.3	5.4	.0033
Adams	43,978	17,848	31.2	32.2	8.2	3.1	.0016
Allamakee	107,268	17,080	31.7	30.2	9.3	2.3	.0050
Appanoose	120,295	15,989	31.1	28.2	8.7	2.4	.0052
Audubon	59,399	15,837	39.5	25.7	5.4	3.7	.0026
Benton	226,102	23,009	23.5	35.3	16.1	5.9	.0082
Boone	281,777	24,808	23.4	31.8	19.8	9.2	.0099
Buchanan	203,688	22,236	25.8	33.3	15.3	6.4	.0079
Buena Vista	186,675	19,706	29.6	32.4	11.2	5.6	.0082
Butler	147,450	20,374	26.9	35.8	10.5	4.8	.0053
Calhoun	110,978	18,930	29.8	30.2	11.1	5.5	.0043
Carroll	209,403	21,944	27.7	34.8	13.8	6.8	.0097
Cass	158,634	19,525	29.1	31.8	11.5	5.3	.0070
Cedar	177,549	22,503	24.9	35.0	14.7	6.2	.0068
Cerro Gordo	537,948	24,956	23.4	32.5	18.6	9.6	.0222
Cherokee	140,547	19,065	30.5	30.2	11.0	6.2	.0062
Chickasaw	120,886	19,819	28.0	34.2	10.9	4.3	.0047
Clarke	65,948	16,299	31.7	28.3	8.3	2.7	.0031
Clay	204,547	21,831	27.2	32.0	14.3	8.6	.0087
Clayton	164,918	17,213	31.3	29.3	8.5	4.0	.0066
Clinton	565,519	25,621	21.4	35.9	20.8	7.0	.0228
Crawford	155,575	19,826	27.3	33.6	11.6	4.3	.0061
Davis	68,659	17,321	26.4	30.1	8.7	4.7	.0028
Decatur	67,971	15,667	29.9	28.4	7.7	2.5	.0030
Delaware	158,998	21,643	25.0	34.7	14.1	5.6	.0063
Des Moines	506,546	25,453	21.9	32.6	20.3	9.0	.0199
Dickinson	183,859	24,045	24.9	34.8	16.2	9.6	.0068
Emmet	117,243	20,778	26.8	35.2	11.7	5.1	.0047
Fayette	210,734	19,674	28.5	32.2	11.9	5.0	.0085
Floyd	167,187	20,709	26.6	34.1	13.8	4.3	.0070
Franklin	129,267	21,972	25.2	35.1	14.1	6.1	.0047
Fremont	88,967	20,257	26.8	30.9	13.5	6.4	.0034
Greene	118,005	21,302	26.2	31.4	14.5	7.2	.0046
Grundy	157,222	26,076	21.8	35.1	18.5	10.6	.0054
Guthrie	94,957	17,557	29.5	29.9	9.7	3.4	.0034
Hamilton	172,009	21,920	26.8	35.5	12.6	7.4	.0064
Hancock	133,217	21,680	27.8	36.5	12.0	6.1	.0045
Hardin	190,596	20,352	27.7	34.7	11.2	5.1	.0083
Harrison	126,501	18,097	28.4	30.2	10.7	3.7	.0057
Henry	186,713	23,005	24.7	35.4	15.5	7.4	.0073
Howard	90,639	18,099	29.2	30.0	10.0	4.8	.0036
Humboldt	115,566	19,888	30.7	34.4	10.6	4.7	.0044
Ida	74,065	17,673	31.8	30.2	8.0	4.9	.0031
Iowa	152,835	23,794	23.7	38.1	14.9	6.8	.0060
Jackson	194,862	21,401	24.5	37.0	10.9	5.5	.0075
Jasper	373,190	24,332	23.3	36.4	17.9	6.9	.0139
Jefferson	159,367	21,677	25.3	32.4	14.0	8.0	.0064
Jones	185,194	23,212	23.7	33.4	18.4	5.6	.0068
Keokuk	108,748	18,912	29.3	30.4	10.7	5.4	.0040
Kossuth	183,452	19,834	28.8	32.6	11.5	5.4	.0077
Lee	458,249	24,989	22.3	32.1	19.4	10.0	.0169
Louisa	126,651	25,375	21.6	34.8	18.8	8.9	.0043
Lucas	91,207	18,072	28.5	28.8	12.3	4.1	.0040
Lyon	90,828	17,185	31.7	30.0	6.3	4.6	.0037
Madison	106,131	20,661	24.3	34.1	12.8	4.9	.0043
Mahaska	212,301	20,512	27.0	33.8	11.9	5.7	.0085
Marion	301,542	24,606	22.9	35.3	18.1	8.1	.0108
Marshall	480,828	27,242	21.1	32.8	22.1	10.7	.0175
Mills	134,161	23,794	24.4	36.5	16.6	7.3	.0049
Mitchell	103,221	18,128	30.9	27.9	10.8	6.2	.0040
Monona	88,185	16,773	32.1	28.2	7.8	3.3	.0040
Monroe	80,853	20,163	28.6	31.3	14.5	4.7	.0029
Montgomery	133,933	21,285	26.9	33.6	14.9	5.0	.0054
Muscatine	478,954	28,686	18.4	29.8	21.6	15.5	.0173
O'Brien	141,798	18,876	29.9	31.1	10.3	5.3	.0062
Osceola	65,947	17,906	32.3	29.7	10.4	3.6	.0025
Page	180,395	20,072	28.4	32.2	12.8	5.2	.0074
Palo Alto	106,904	18,712	31.2	30.4	11.4	4.4	.0043
Plymouth	212,030	19,959	29.3	33.4	9.9	6.6	.0089
Pocahontas	101,854	20,273	28.8	31.6	11.8	7.5	.0035
☐ Pottawattamie	920,930	25,854	21.8	32.3	20.6	10.0	.0373
• Council Bluffs	591,025	24,507	23.6	32.0	19.6	8.4	.0266
Poweshiek	191,683	23,676	23.7	34.2	17.5	7.2	.0083
Ringgold	41,623	13,494	30.4	22.6	6.5	3.3	.0017
Sac	110,680	17,757	34.9	31.2	7.3	4.2	.0044
Shelby	130,695	20,594	29.4	34.3	11.5	6.0	.0054
Sioux	242,910	20,054	30.4	36.2	9.4	4.6	.0100
Story	813,191	26,565	21.8	29.8	21.1	12.7	.0310
Ames	483,018	25,155	23.7	27.9	18.9	13.7	0202
Tama	167,287	21,411	25.7	34.4	14.3	5.0	.0065
Taylor	58,660	14,829	33.8	24.0	7.2	2.6	.0022
Union	131,713	20,513	26.1	31.5	14.1	5.8	.0055
Van Buren	57,870	15,000	31.2	27.1	6.4	2.3	.0023
Wapello	391,751	21,612	26.1	31.9	15.7	6.3	.0154
Washington	197,352	21,495	27.3	31.4	14.6	7.9	.0075
Wayne	54,504	13,557	35.0	21.3	5.6	1.9	.0024
Webster	430,846	22,345	25.5	32.8	15.8	7.1	.0181
Winnebago	143,921	24,250	24.8	34.8	18.3	8.3	.0053
Winneshiek	199,642	20,974	28.4	29.9	14.2	8.4	.0079
Worth	84,986	20,791	30.4	34.2	12.9	5.3	.0030
Wright	191,866	26,381	20.2	31.2	19.3	14.1	.0067
TOTAL METRO COUNTIES	**14,403,129**	**27,746**	**19.9**	**32.0**	**22.0**	**12.3**	**.5476**
TOTAL STATE	**30,325,396**	**23,963**	**23.6**	**32.3**	**17.7**	**9.2**	**1.1740**



A market between Chicago and Des Moines

TOO BIG AND TOO RICH TO BE IGNORED!

IIDA GROUP IOWA/ILLINOIS DOUBLE ADI NEWSPAPERS

Two ADIs that are almost twice the size of the Des Moines ADI!
A marketing area equal in strength to Milwaukee!

Represented by Branham Newspaper Sales

KANSAS

KANS. S&MM ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
KANSAS CITY	**1,473.1**	**.6185**	**31.8**	**11.3**	**18.1**	**19.2**	**24.9**	**552.0**	**9,666,861**	**1,807,046**	**819,676**	**1,361,738**	**383,293**	**2,344,796**	**261,494**
Johnson	298.5	.1253	31.6	9.8	20.1	21.4	21.7	111.8	2,248,091	370,278	162,261	345,458	125,196	558,831	46,663
• Olathe	47.8	.0201	27.4	12.7	25.0	18.0	12.9	16.2	302,235	66,169	18,889	32,415	9,987	97,828	5,162
Overland Park	89.7	.0376	32.4	9.4	19.1	23.0	22.1	33.9	986,820	107,665	63,938	236,862	56,957	257,237	19,269
Leavenworth	58.1	.0244	31.5	11.2	18.2	20.7	22.9	18.3	193,609	45,439	13,113	22,298	8,106	59,984	4,428
• Leavenworth	34.9	.0146	31.3	12.4	18.3	19.8	23.4	11.0	162,501	37,253	11,257	20,860	6,532	49,750	3,579
Miami	22.7	.0096	34.3	9.4	14.6	18.6	30.3	8.2	82,186	26,024	5,175	10,270	3,379	17,881	2,885
Wyandotte	169.1	.0710	30.9	12.4	16.6	16.3	26.8	63.1	747,822	177,023	59,888	106,277	19,062	163,003	26,321
• Kansas City	157.4	.0661	30.8	12.5	16.5	16.2	27.0	59.2	702,554	166,734	58,265	105,829	18,671	139,917	25,634
Cass, Mo.	*55.1*	*.0232*	*31.2*	*9.8*	*16.3*	*21.7*	*22.2*	*18.8*	*212,496*	*58,863*	*13,864*	*31,878*	*4,661*	*51,700*	*6,005*
Clay, Mo.	*140.8*	*.0591*	*31.1*	*12.1*	*19.0*	*20.6*	*22.1*	*52.3*	*1,103,940*	*208,814*	*69,880*	*201,851*	*35,987*	*292,232*	*28,634*
Jackson, Mo.	*623.5*	*.2617*	*32.1*	*11.9*	*17.9*	*17.9*	*27.0*	*242.0*	*4,749,892*	*835,255*	*460,003*	*613,676*	*178,971*	*1,146,795*	*135,496*
Independence	*112.6*	*.0473*	*32.4*	*11.5*	*17.6*	*19.0*	*26.5*	*42.8*	*805,607*	*158,065*	*71,258*	*116,803*	*21,656*	*245,106*	*22,578*
• Kansas City	*439.6*	*.1845*	*32.1*	*12.4*	*18.3*	*17.1*	*27.5*	*172.2*	*3,444,266*	*560,971*	*355,114*	*547,022*	*133,692*	*726,819*	*93,746*
Lafayette, Mo.	*30.9*	*.0130*	*35.7*	*9.5*	*14.1*	*18.5*	*32.5*	*11.2*	*106,796*	*29,662*	*8,763*	*10,119*	*3,058*	*28,790*	*2,869*
Platte, Mo.	*51.8*	*.0218*	*30.6*	*10.4*	*19.8*	*22.5*	*18.9*	*18.4*	*156,530*	*42,045*	*23,123*	*12,145*	*3,160*	*17,619*	*6,088*
Ray, Mo.	*22.6*	*.0094*	*33.8*	*9.1*	*14.7*	*20.6*	*27.7*	*7.9*	*65,499*	*13,643*	*3,606*	*7,766*	*1,713*	*7,961*	*2,105*
SUBURBAN TOTAL	793.4	.3332	32.1	10.2	18.0	20.9	23.9	293.4	5,055,305	975,919	376,151	655,612	214,411	1,330,482	133,373
LAWRENCE	**71.4**	**.0300**	**25.5**	**29.5**	**19.8**	**14.0**	**17.1**	**25.3**	**344,448**	**72,241**	**38,019**	**25,832**	**14,445**	**86,340**	**7,217**
Douglas	71.4	.0300	25.5	29.5	19.8	14.0	17.1	25.3	344,448	72,241	38,019	25,832	14,445	86,340	7,217
• Lawrence	55.5	.0233	24.6	33.9	20.9	12.4	14.9	19.9	330,826	67,703	37,063	25,704	14,058	85,267	7,043
SUBURBAN TOTAL	15.9	.0067	31.4	14.1	16.3	19.5	24.6	5.4	13,622	4,538	956	128	387	1,073	174
TOPEKA	**159.1**	**.0668**	**32.0**	**11.8**	**18.0**	**17.9**	**26.7**	**62.2**	**973,999**	**213,314**	**90,953**	**138,331**	**34,498**	**218,748**	**34,621**
Shawnee	159.1	.0668	32.0	11.8	18.0	17.9	26.7	62.2	973,999	213,314	90,953	138,331	34,498	218,748	34,621
• Topeka	118.7	.0498	32.5	12.9	18.1	15.9	29.5	48.9	904,551	188,107	84,998	127,771	33,119	215,172	33,915
SUBURBAN TOTAL	40.4	.0170	30.5	8.6	17.9	23.7	18.3	13.3	69,448	25,207	5,955	10,560	1,379	3,576	706
WICHITA	**428.2**	**.1797**	**30.7**	**13.0**	**18.6**	**17.7**	**24.3**	**163.8**	**2,611,158**	**499,851**	**218,285**	**401,037**	**125,990**	**650,791**	**51,700**
Butler	47.7	.0200	32.7	10.2	16.0	18.8	27.5	17.3	184,062	43,540	11,769	19,645	8,477	52,808	4,835
Sedgwick	380.5	.1597	30.5	13.3	18.8	17.6	24.0	146.5	2,427,096	456,311	206,516	381,392	117,513	597,983	46,865

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

TURN TO
LANDON
FOR RESULTS
(See page B-26)

When you ask Landon . . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

KANS. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Wichita	281.8	.1183	30.7	14.1	19.3	16.3	25.5	114.1	2,207,334	395,106	192,009	367,546	111,941	561,531	43,453
SUBURBAN TOTAL	146.4	.0614	30.6	10.9	16.8	20.4	22.2	49.7	403,824	104,745	26,276	33,491	14,049	99,280	8,247
OTHER COUNTIES															
Allen	16.2	.0068	35.1	10.3	13.9	15.7	34.3	6.4	66,607	17,113	6,710	8,073	1,469	9,323	1,348
Anderson	9.1	.0038	37.7	9.1	12.4	15.5	37.4	3.4	23,422	7,491	1,921	798	251	4,501	433
Atchison	18.0	.0076	32.1	14.1	13.2	16.1	30.1	6.4	64,674	18,078	4,343	11,200	1,905	7,946	2,373
Barber	6.8	.0028	39.1	8.6	13.8	16.7	38.0	2.8	42,331	7,881	1,889	1,590	893	13,730	1,524
Barton	32.1	.0135	32.8	11.8	15.7	17.0	29.5	12.4	246,030	49,422	14,094	32,646	14,477	65,030	5,922
Bourbon	16.3	.0068	37.3	10.2	14.0	15.1	37.4	6.7	75,986	15,705	7,114	9,345	2,420	20,599	2,593
Brown	12.1	.0051	38.0	8.9	13.1	14.3	38.8	4.8	43,056	9,600	1,509	8,063	592	10,944	873
Chase	3.3	.0014	40.9	8.0	13.1	15.4	41.0	1.3	7,885	1,894	952	120	58	379	394
Chautauqua	5.2	.0022	43.7	7.5	10.9	16.4	44.1	2.3	13,424	4,478	704	244	139	2,652	442
Cherokee	22.8	.0096	35.9	9.0	13.9	17.1	34.0	8.9	71,774	21,866	3,588	7,094	2,639	19,747	2,090
Cheyenne	3.5	.0014	42.5	7.5	12.7	15.5	41.9	1.5	19,222	4,975	1,066	175	427	5,704	339
Clark	2.6	.0011	43.4	5.7	11.8	17.3	42.7	1.0	11,496	4,050	561		994	1,299	430
Clay	9.8	.0041	38.8	8.3	13.6	15.5	38.5	3.9	47,535	13,594	2,113	4,197	2,451	10,308	1,159
Cloud	12.0	.0051	38.6	11.2	12.6	14.4	39.4	4.7	51,999	12,623	3,157	6,758	3,082	9,766	1,944
Coffey	10.6	.0044	34.9	9.5	15.0	15.9	33.8	3.9	32,600	5,982	2,313	2,484	1,047	7,920	1,057
Comanche	2.6	.0011	41.8	7.3	12.2	17.2	40.6	1.0	8,640	1,350	1,028		603	2,038	318
Cowley	38.2	.0161	34.3	11.1	15.0	17.0	31.9	14.5	168,410	41,939	13,487	20,680	7,060	35,999	7,614
Crawford	38.1	.0159	35.3	14.1	13.8	14.8	35.6	15.6	160,548	45,322	15,021	24,587	6,223	29,175	4,505
Decatur	4.4	.0019	41.1	8.6	11.8	15.8	40.4	1.8	25,003	4,869	1,039	909	743	9,462	773
Dickinson	20.2	.0085	37.8	8.7	12.8	17.7	35.8	8.0	79,880	18,139	5,553	6,796	1,698	15,579	2,546
Doniphan	9.4	.0039	33.4	11.2	14.7	15.1	32.6	3.4	24,947	6,838	1,456	518	352	875	654
Edwards	4.3	.0018	39.4	8.6	13.2	16.3	38.7	1.7	11,773	4,798	533	112	211	1,963	239
Elk	3.8	.0016	45.6	6.7	10.4	15.7	46.0	1.6	9,716	2,240	853		169	1,448	243
Ellis	27.3	.0114	27.7	20.2	17.4	14.6	22.7	10.2	256,315	50,703	20,322	22,141	13,284	71,892	6,500
Ellsworth	6.9	.0029	40.3	7.8	13.0	15.1	40.4	2.9	26,506	7,014	1,393	784	402	5,601	1,345
Finney	27.3	.0115	27.8	12.9	19.0	16.4	20.0	9.5	221,312	49,173	11,413	24,255	10,220	69,845	833
Ford	26.1	.0109	30.8	13.4	16.1	16.8	26.4	9.6	220,146	39,145	16,485	33,789	13,170	64,808	6,031
Franklin	23.0	.0097	34.3	11.6	13.8	17.6	31.5	8.7	82,261	23,354	8,046	11,698	2,091	13,563	2,334
Geary	30.7	.0129	25.0	22.5	17.5	15.7	16.7	10.3	186,152	38,384	25,070	28,908	13,071	43,328	2,231
Gove	3.7	.0015	33.6	9.4	14.0	16.4	31.7	1.4	12,766	2,223	575		672	6,145	521
Graham	3.8	.0016	37.3	8.9	12.3	18.2	34.7	1.5	23,475	5,251	916	448		10,539	396
Grant	7.3	.0031	28.9	11.0	17.8	19.7	19.5	2.6	41,232	9,151	2,167	3,975	1,178	15,094	1,129
Gray	5.4	.0023	31.2	10.6	16.7	17.6	26.1	1.9	12,796	3,509	636		229	3,482	836
Greeley	1.9	.0008	33.0	11.2	13.8	17.3	29.9	.7	6,476	2,256	189			1,756	363
Greenwood	8.6	.0036	42.3	7.2	11.9	15.9	42.1	3.6	33,561	8,674	2,616	631	830	8,642	1,415
Hamilton	2.4	.0010	38.4	7.8	13.1	17.8	36.4	1.0	8,063	142	674	721	291	1,371	158
Harper	7.7	.0032	41.7	7.2	12.6	16.6	41.1	3.2	42,379	8,871	2,363	3,643	1,794	16,249	847
Harvey	31.8	.0133	33.1	12.5	15.8	17.0	30.0	11.5	137,136	34,310	10,459	11,101	3,597	22,943	2,216
Haskell	3.9	.0017	29.8	10.1	17.5	18.8	22.1	1.4	8,575	4,394	312			557	517
Hodgeman	2.2	.0009	38.1	9.2	12.6	17.1	36.7	.9	3,405	278	183		163	1,441	
Jackson	12.1	.0051	34.1	8.1	15.0	18.2	30.4	4.4	28,856	7,220	2,367	5,230	612	5,381	515
Jefferson	16.7	.0070	34.2	8.0	15.7	19.4	29.4	5.7	26,870	8,863	1,271	428	1,394	3,111	733
Jewell	4.8	.0020	41.4	7.9	12.4	15.8	40.7	2.0	9,825	3,288	1,216	564	664	266	294
Kearny	3.7	.0015	29.7	10.5	15.7	17.3	24.4	1.2	8,132	4,034	58		623	1,427	374
Kingman	9.1	.0039	36.6	9.5	13.6	16.6	35.3	3.4	28,297	7,643	1,992	664	1,022	6,479	1,284
Kiowa	3.9	.0016	37.1	10.1	14.1	15.8	36.5	1.5	17,384	5,321	1,209	695	506	3,402	672
Labette	25.9	.0109	34.1	9.8	14.9	15.9	32.8	9.9	126,303	26,431	7,685	14,916	4,384	39,122	3,342
Lane	2.5	.0010	36.5	7.9	13.9	18.4	33.4	1.0	4,874	2,331	417		216	1,014	95
Lincoln	4.0	.0017	45.1	6.9	12.4	14.1	45.2	1.6	10,629	2,110	299	253	527	3,081	451
Linn	8.7	.0036	39.4	7.0	13.4	16.4	38.8	3.4	22,707	7,735	1,458	201	408	6,396	805
Logan	3.5	.0015	35.7	9.2	13.9	16.4	34.5	1.4	38,019	7,127	2,310	988	730	14,715	269
Lyon	37.6	.0158	28.4	19.5	19.2	14.1	23.3	14.1	220,587	52,189	18,552	27,648	7,985	46,544	5,844
McPherson	28.0	.0117	33.6	13.5	15.3	16.1	31.7	10.4	128,005	29,634	13,656	7,851	4,590	41,510	1,417
Marion	13.5	.0057	40.6	10.2	12.3	15.2	40.7	5.2	47,929	8,528	2,060	2,452	2,715	17,520	1,099
Marshall	12.7	.0053	40.6	9.2	12.1	15.7	40.3	5.1	61,630	14,656	3,144	7,831	5,492	16,763	1,700
Meade	4.8	.0020	35.8	10.2	13.6	16.9	33.9	1.8	20,227	4,525	2,013	199	260	8,166	107
Mitchell	8.3	.0034	35.5	9.9	14.3	14.4	36.1	3.4	53,060	10,313	2,796	3,852	1,337	14,462	821
Montgomery	42.9	.0180	35.3	10.0	14.4	16.5	33.8	16.6	229,550	46,334	14,857	27,788	9,293	51,102	5,140

Wichita IS Kansas

Wichita is Your Top 100 Buy Where it Really Counts

When you need a market with strong purchasing power, consider Wichita. Recent data ranks it in the top 100 markets in these all-important areas:

- **Consumer Spendable Income**
- **Households**
- **Total Retail Sales**

Kansas' #1 Newspaper Delivers $5.4 Billion In Buying Power

The Wichita Eagle-Beacon, Kansas' largest newspaper, puts your sales message into households totaling $3.6 billion EBI daily and $5.4 on Sundays! You're reaching over 1/4 million readers daily and over 400,000 on Sunday with the dominant medium in the Wichita Market's 66-county ADI.

Sources: 1984 S&MM, 9/30/84 ABC

The Wichita
Eagle-Beacon

Contact: Knight-Ridder Newspaper Sales, Inc.

KANS. (cont.)
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Morris	6.3	.0027	40.9	8.0	11.8	16.7	40.4	2.6	22,911	4,950	1,217	454	855	6,669	300
Morton	3.4	.0014	30.9	10.8	16.3	19.0	24.2	1.2	17,993	5,233	837	811	214	5,577	134
Nemaha	11.2	.0047	36.2	9.4	12.3	14.9	36.3	4.2	53,290	14,026	3,526	1,706	1,808	18,163	1,543
Neosho	19.2	.0081	35.1	9.9	14.2	16.5	33.6	7.2	94,875	15,967	5,002	8,346	7,248	30,370	2,006
Ness	4.5	.0019	38.5	9.8	12.9	16.1	37.9	1.8	23,391	5,253	452	417	244	9,022	275
Norton	6.5	.0027	39.6	7.6	14.1	17.1	38.6	2.7	40,244	8,621	1,520	2,769	1,652	12,428	1,009
Osage	16.4	.0069	34.8	9.2	14.8	17.9	31.7	6.0	48,744	12,396	3,009	826	2,205	14,849	1,210
Osborne	5.8	.0024	42.8	7.9	11.3	14.6	43.1	2.3	28,128	8,307	1,300	876	2,250	3,045	861
Ottawa	6.0	.0025	39.3	7.9	12.5	17.8	37.8	2.3	22,953	4,843	784	337	202	10,587	925
Pawnee	8.0	.0034	36.7	8.8	15.6	17.7	34.3	3.2	37,503	10,131	2,323	4,063	1,230	11,614	1,307
Phillips	7.3	.0031	39.4	7.2	13.4	17.0	38.3	2.9	35,039	8,686	1,483	2,611	3,557	8,433	753
Pottawatomie	16.0	.0067	32.1	11.0	17.1	16.6	28.5	5.9	41,964	10,629	3,150	2,718	1,205	9,897	1,043
Pratt	10.7	.0045	35.9	11.6	14.4	16.5	34.5	4.3	90,751	15,806	7,558	9,707	2,307	29,470	2,220
Rawlins	4.0	.0016	37.6	8.2	13.5	16.5	36.3	1.5	11,093	3,662	273	499	383	3,035	202
Reno	66.9	.0281	32.5	12.3	16.6	17.1	28.7	25.7	351,169	72,816	31,859	34,987	23,358	101,993	10,609
Hutchinson	41.7	.0175	32.0	14.1	17.2	15.6	29.2	16.6	308,783	67,603	27,222	32,837	19,950	86,772	10,448
Republic	7.0	.0030	43.8	8.0	11.7	15.5	43.7	2.9	29,015	7,129	1,276	681	1,656	7,613	1,970
Rice	11.9	.0049	37.5	10.8	12.6	17.1	35.8	4.8	41,136	11,733	2,787	853	1,188	10,900	1,720
Riley	65.3	.0274	23.7	36.0	19.9	10.9	12.4	20.2	276,906	55,538	28,719	38,232	13,071	63,555	5,258
Rooks	6.8	.0029	37.1	9.1	12.7	14.9	37.2	2.6	39,138	9,188	1,593	952	1,358	5,010	878
Rush	4.5	.0019	43.1	7.6	12.0	15.8	42.5	1.7	10,987	3,294	964	528	182	489	216
Russell	9.0	.0038	39.3	8.6	13.8	16.4	38.4	3.6	56,096	11,652	3,457	2,587	1,956	15,345	1,686
Saline	50.7	.0212	31.4	13.2	17.2	17.5	26.4	19.7	370,069	71,598	25,295	39,021	20,16[illegible]	104,636	7,225
Salina	43.3	.0182	31.1	13.9	17.6	17.1	26.1	17.1	360,633	71,204	23,483	38,916	18,754	104,254	7,202
Scott	5.9	.0025	31.8	9.1	17.0	17.3	27.3	2.2	39,445	10,037	2,336	1,745	1,977	9,994	159
Seward	17.8	.0075	28.7	13.8	17.7	17.3	21.6	6.5	174,655	29,741	11,797	18,730	10,501	49,940	1,936
Sheridan	3.4	.0014	34.0	9.0	13.0	16.9	31.8	1.3	12,106	3,346	845	1,012	321	2,436	296
Sherman	7.6	.0032	32.9	10.8	15.2	18.0	28.8	2.9	64,495	6,908	4,272	8,438	3,138	25,156	1,709
Smith	5.6	.0023	43.6	7.6	11.3	16.3	43.2	2.3	24,965	5,926	1,045	2,061	936	5,575	618
Stafford	5.7	.0024	42.8	7.4	11.8	15.9	42.9	2.4	24,857	5,943	1,023	367	413	7,005	311
Stanton	2.3	.0010	30.7	10.5	15.2	21.0	22.5	.8	6,094	2,960	51			945	98
Stevens	5.1	.0021	31.5	10.3	15.7	17.2	27.4	1.7	18,268	6,488	1,291	330	797	1,702	921
Sumner	25.8	.0108	35.5	9.4	14.1	16.9	33.6	9.7	96,181	36,536	5,401	9,417	3,580	14,092	6,626
Thomas	9.0	.0038	30.0	14.9	15.7	16.2	26.0	3.2	60,990	12,264	5,581	4,561	2,779	20,259	1,009
Trego	4.2	.0018	37.1	9.0	13.4	15.0	37.1	1.6	20,881	5,027	1,104	564	439	4,445	656
Wabaunsee	7.1	.0030	37.3	7.9	13.4	17.6	35.2	2.5	15,527	2,738	2,155	392	317	328	149
Wallace	2.0	.0008	33.0	9.1	16.2	16.2	30.5	.7	6,124	1,469	70	145		2,441	94
Washington	8.1	.0034	41.6	7.6	11.3	14.8	41.7	3.2	24,932	6,424	1,848	303	1,632	2,417	1,328
Wichita	2.8	.0012	30.6	9.9	15.7	17.8	25.3	1.0	13,114	5,906	438	80		4,288	166
Wilson	12.4	.0052	37.7	8.3	13.5	15.6	37.4	4.8	29,500	6,884	1,550	1,299	845	6,775	1,706
Woodson	4.6	.0019	42.7	8.5	12.5	14.9	43.1	1.8	11,453	3,461	1,233	178	357	1,901	
TOTAL METRO COUNTIES	**1,207.1**	**.5068**	**30.9**	**12.8**	**18.7**	**18.4**	**23.9**	**452.7**	**7,201,313**	**1,404,170**	**587,694**	**1,049,503**	**330,676**	**1,755,578**	**173,835**
TOTAL STATE	**2,448.0**	**1.0274**	**31.9**	**12.7**	**16.9**	**17.2**	**27.5**	**921.6**	**13,300,693**	**2,783,047**	**1,030,601**	**1,643,149**	**600,630**	**3,329,241**	**327,413**

KANS.
ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
KANSAS CITY	**18,253,339**	**29,826**	**18.2**	**28.7**	**22.8**	**17.4**	**.7014**
Johnson	4,960,331	40,198	11.0	24.3	25.9	33.5	.1733
• Olathe	616,452	36,023	13.9	27.8	29.4	22.7	.0230
Overland Park	1,517,711	41,950	9.4	23.5	27.3	35.6	.0598
Leavenworth	605,062	29,483	18.4	29.5	25.3	13.3	.0211
• Leavenworth	358,090	27,357	20.2	29.5	23.4	11.7	.0136
Miami	240,479	25,923	22.0	30.4	20.9	11.5	.0085
Wyandotte	1,812,712	26,241	20.3	28.8	21.0	12.4	.0667
• Kansas City	1,680,329	25,880	20.6	28.8	20.7	12.0	.0621
Cass, Mo.	*537,790*	*26,844*	*20.3*	*32.9*	*21.4*	*10.5*	*.0200*
Clay, Mo.	*1,688,580*	*30,802*	*17.1*	*32.4*	*26.9*	*13.6*	*.0702*
Jackson, Mo.	*7,398,503*	*27,258*	*20.3*	*28.4*	*21.2*	*14.8*	*.3058*
Independence	*1,365,581*	*30,640*	*18.0*	*29.1*	*26.7*	*14.4*	*.0546*
• *Kansas City*	*5,074,672*	*25,587*	*21.3*	*28.6*	*19.3*	*13.7*	*.2151*
Lafayette, Mo.	*280,409*	*22,461*	*24.6*	*32.8*	*16.5*	*6.3*	*.0104*
Platte, Mo.	*543,208*	*28,387*	*19.1*	*36.2*	*23.7*	*9.4*	*.0184*
Ray, Mo.	*186,265*	*21,690*	*25.1*	*34.3*	*15.2*	*4.8*	*.0070*
SUBURBAN TOTAL	10,523,796	32,688	15.9	28.8	24.7	20.7	.3876
LAWRENCE	**776,981**	**24,617**	**23.0**	**26.7**	**17.8**	**14.5**	**.0291**
Douglas	776,981	24,617	23.0	26.7	17.8	14.5	.0291
• Lawrence	597,277	22,992	24.2	26.2	15.9	13.8	.0239
SUBURBAN TOTAL	179,704	30,758	18.6	28.5	25.0	16.8	.0052
TOPEKA	**2,141,127**	**30,753**	**18.1**	**28.9**	**23.0**	**19.1**	**.0774**
Shawnee	2,141,127	30,753	18.1	28.9	23.0	19.1	.0774
• Topeka	1,592,979	28,177	20.4	30.1	20.7	16.4	.0618
SUBURBAN TOTAL	548,148	39,708	9.9	24.8	31.3	29.0	.0156

ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
WICHITA	**5,949,071**	**32,316**	**16.1**	**28.0**	**23.1**	**21.9**	**.2117**
Butler	505,473	27,034	20.3	32.5	22.2	10.6	.0181
Sedgwick	5,443,598	33,067	15.6	27.6	23.2	23.2	.1936
• Wichita	4,053,088	31,333	16.9	28.5	22.2	21.0	.1534
SUBURBAN TOTAL	1,895,983	34,536	14.2	27.1	25.2	23.9	.0583
OTHER COUNTIES							
Allen	156,744	20,799	25.5	31.2	13.3	7.5	.0059
Anderson	82,316	20,278	27.8	29.0	14.2	7.6	.0029
Atchison	158,765	21,053	25.5	31.6	14.4	6.5	.0061
Barber	77,820	23,426	23.0	31.2	15.6	11.0	.0031
Barton	371,934	26,291	20.5	32.6	19.9	12.3	.0156
Bourbon	148,887	18,296	28.3	28.7	11.4	5.8	.0059
Brown	110,542	19,431	27.7	30.4	11.8	6.3	.0042
Chase	29,702	20,296	23.5	32.4	12.8	5.4	.0011
Chautauqua	57,779	20,037	27.2	28.1	13.3	8.7	.0019
Cherokee	189,402	18,164	27.5	29.9	10.8	4.8	.0072
Cheyenne	38,732	22,094	24.2	30.7	13.3	10.8	.0015
Clark	23,484	20,040	28.0	31.4	12.2	6.5	.0010
Clay	87,926	19,194	29.2	31.4	11.0	5.5	.0036
Cloud	103,911	18,577	30.1	29.9	10.8	5.2	.0042
Coffey	128,680	27,838	20.5	25.7	19.4	20.0	.0041
Comanche	22,858	19,485	31.9	33.3	9.4	5.6	.0008
Cowley	375,509	22,183	25.0	32.2	16.2	7.0	.0144
Crawford	350,090	18,109	27.6	27.1	12.9	5.7	.0137
Decatur	39,823	18,545	31.3	30.1	9.7	5.8	.0018
Dickinson	205,937	22,166	25.9	30.9	16.2	8.1	.0076

KANS. (cont.)
ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Doniphan	72,603	19,149	27.5	33.4	10.4	4.0	.0027
Edwards	35,063	17,640	30.4	30.9	8.5	3.8	.0012
Elk	34,591	17,581	30.3	25.2	12.5	5.6	.0013
Ellis	318,967	27,129	22.3	29.5	21.2	13.2	.0143
Ellsworth	64,693	19,534	26.8	31.3	12.2	5.1	.0025
Finney	286,501	26,301	22.8	34.2	19.9	11.4	.0130
Ford	283,293	26,433	20.3	31.7	20.3	11.9	.0128
Franklin	249,015	23,887	25.8	29.5	19.1	10.6	.0087
Geary	272,707	20,323	31.2	30.2	14.1	6.7	.0121
Gove	30,304	18,238	29.9	30.4	8.5	6.2	.0012
Graham	41,475	22,333	23.7	28.3	16.7	10.7	.0016
Grant	78,275	27,276	17.9	40.6	17.4	12.3	.0033
Gray	58,120	27,477	20.9	33.6	22.2	11.4	.0017
Greeley	14,950	18,952	30.4	31.1	10.3	5.6	.0007
Greenwood	78,824	18,260	29.1	28.1	12.4	4.9	.0030
Hamilton	26,269	22,435	27.8	28.1	19.1	8.4	.0009
Harper	68,479	18,548	28.4	30.6	11.3	4.1	.0028
Harvey	336,657	26,233	21.4	34.5	20.3	9.9	.0125
Haskell	37,777	24,541	24.5	36.2	17.6	7.7	.0012
Hodgeman	18,561	18,290	32.1	32.3	8.4	3.6	.0007
Jackson	109,749	23,095	24.5	33.3	17.8	5.7	.0038
Jefferson	154,807	25,231	21.6	32.2	21.1	8.0	.0050
Jewell	38,928	16,617	28.9	27.4	8.6	4.4	.0014
Kearny	34,027	25,387	21.8	36.9	17.8	9.9	.0012
Kingman	82,215	21,053	26.2	31.6	14.5	6.7	.0031
Kiowa	39,298	22,212	25.2	30.9	16.1	8.1	.0014
Labette	261,171	23,202	23.5	29.8	18.6	8.8	.0102
Lane	25,003	21,640	28.0	32.2	14.2	7.6	.0008
Lincoln	32,829	17,453	33.1	29.7	8.6	3.5	.0012
Linn	73,083	17,670	28.6	27.7	11.4	4.9	.0027
Logan	31,954	20,286	28.3	32.5	13.1	5.1	.0017
Lyon	405,999	25,134	21.9	30.3	19.9	10.9	.0162
McPherson	326,088	27,624	20.2	32.4	21.3	13.4	.0116
Marion	126,758	20,853	27.2	32.7	13.2	6.3	.0048
Marshall	117,459	19,071	29.1	28.0	12.8	6.6	.0047
Meade	42,854	21,231	27.7	33.4	14.3	5.8	.0017
Mitchell	71,576	18,230	30.9	31.8	8.6	4.4	.0032
Montgomery	449,835	23,072	24.4	29.9	17.8	9.3	.0177
Morris	63,589	20,535	26.1	29.4	14.2	7.8	.0024
Morton	35,862	26,840	20.8	30.3	20.4	13.3	.0013
Nemaha	93,710	18,304	28.8	28.3	11.0	6.2	.0040
Neosho	191,888	22,821	25.9	31.2	15.5	9.6	.0075
Ness	45,155	21,023	25.7	30.9	13.9	7.9	.0019
Norton	63,503	18,743	28.6	28.9	11.3	6.6	.0027
Osage	164,243	24,646	22.2	31.4	19.7	9.1	.0056
Osborne	44,806	16,506	33.7	28.7	6.6	3.5	.0021
Ottawa	54,551	20,458	26.7	31.8	12.5	6.9	.0021
Pawnee	91,403	24,025	23.6	32.2	18.2	10.9	.0033
Phillips	68,524	20,412	25.1	29.2	14.8	7.0	.0028
Pottawatomie	152,138	23,451	24.2	33.9	18.3	6.4	.0051
Pratt	121,747	25,172	22.2	31.7	19.3	10.7	.0054
Rawlins	34,186	18,818	31.3	29.1	10.5	7.0	.0013
Reno	732,629	25,128	22.3	32.8	19.3	10.2	.0280
Hutchinson	463,682	24,286	23.7	32.6	17.8	10.2	.0196
Republic	63,135	17,104	31.9	26.2	9.7	5.2	.0025
Rice	132,488	24,322	22.0	33.4	16.7	9.5	.0045
Riley	586,996	19,708	31.6	27.7	13.9	7.6	.0233
Rooks	62,790	20,960	27.4	33.0	13.0	6.8	.0027
Rush	37,525	19,680	27.3	32.7	11.4	4.9	.0013
Russell	106,010	23,646	24.1	28.4	17.3	12.6	.0041
Saline	560,728	24,889	23.9	33.0	19.0	9.6	.0237
Salina	479,910	24,352	24.6	32.6	18.5	9.3	.0213
Scott	58,426	22,758	24.7	33.3	16.2	7.9	.0026
Seward	199,864	27,437	21.1	32.6	22.5	11.4	.0095
Sheridan	27,212	17,766	33.3	27.6	10.4	4.5	.0012
Sherman	71,416	20,897	30.4	34.2	12.2	6.3	.0035
Smith	36,641	13,371	36.2	22.4	4.2	1.4	.0018
Stafford	62,511	22,531	25.3	32.7	16.9	6.8	.0021
Stanton	21,532	22,560	24.2	33.7	14.4	10.6	.0008
Stevens	50,503	26,615	21.8	33.0	20.2	11.5	.0019
Sumner	270,971	25,420	22.4	31.8	21.0	9.2	.0095
Thomas	86,619	23,053	23.6	31.8	15.6	9.9	.0039
Trego	38,202	20,622	27.8	34.1	10.8	6.8	.0016
Wabaunsee	60,052	21,138	28.5	34.7	13.7	4.6	.0021
Wallace	11,696	14,920	35.1	24.7	4.9	2.6	.0006
Washington	51,912	13,369	35.9	21.5	4.2	2.1	.0023
Wichita	26,017	22,950	25.9	31.0	16.3	9.1	.0010
Wilson	110,669	20,031	27.7	31.2	13.6	5.3	.0039
Woodson	36,978	16,842	31.7	27.2	10.0	3.8	.0013
TOTAL METRO COUNTIES	**16,485,763**	**32,480**	**16.3**	**27.3**	**23.3**	**22.1**	**.5878**
TOTAL STATE	**28,806,188**	**26,762**	**21.0**	**29.1**	**19.6**	**15.1**	**1.0722**

What kinds of stores are 'Furniture/Furnish./Appliance'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

The midwest test market
you'll keep on testing!

SAU newsplan

Represented by Branham

The Topeka Capital-Journal

Serving Northeast Kansas Morning & Sunday 913-295-1247

KENTUCKY

KY.
[illegible] ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CLARKSVILLE - HOPKINSVILLE	155.5	.0652	27.0	18.6	18.4	16.6	18.8	50.2	701,368	142,198	58,827	100,961	25,977	197,364	22,747
Christian	67.9	.0285	26.4	19.2	17.8	15.3	19.4	20.6	280,016	56,030	19,057	31,920	9,478	75,910	10,809
• Hopkinsville	27.8	.0117	32.6	10.2	15.9	18.4	27.8	10.5	218,968	46,984	14,241	21,580	7,549	60,348	9,474
Montgomery, Tenn.	87.6	.0367	27.5	18.2	18.9	17.6	18.2	29.6	421,352	86,168	39,770	69,041	16,499	121,454	11,938
• Clarksville	58.6	.0246	26.1	21.3	19.2	16.7	16.2	19.8	397,098	71,971	36,124	68,334	15,733	120,152	11,610
SUBURBAN TOTAL	69.1	.0289	25.9	19.7	18.8	15.8	17.2	19.9	85,302	23,243	8,462	11,047	2,695	16,864	1,663
HUNTINGTON - ASHLAND	341.0	.1430	32.4	11.2	16.2	18.7	27.0	124.5	1,600,207	349,882	126,960	303,782	67,506	284,845	55,303
Boyd	55.4	.0233	33.2	10.6	16.6	19.2	27.9	20.5	333,697	74,963	26,725	65,651	10,156	56,998	14,817
• Ashland	26.5	.0111	37.2	10.3	14.1	17.8	34.9	10.7	267,390	48,335	23,745	63,680	9,264	51,210	14,134
Carter	26.3	.0110	30.0	11.8	15.9	18.1	24.0	8.7	84,651	26,302	5,088	9,243	6,736	11,711	3,073
Greenup	40.4	.0169	31.2	10.0	16.7	20.5	23.1	13.5	79,437	31,049	4,111	4,356	2,818	14,617	2,406
Lawrence, Ohio	65.1	.0273	32.0	10.1	15.8	18.8	26.4	23.5	166,421	47,658	12,503	14,120	9,116	24,079	11,369
Cabell, W. Va.	105.9	.0444	33.5	12.7	15.9	17.6	30.0	41.5	815,469	140,941	70,790	186,066	35,960	156,901	22,131
• Huntington	60.9	.0256	35.7	14.2	14.5	15.6	35.3	25.5	544,942	110,916	56,805	61,880	29,147	119,282	18,528
Wayne, W. Va.	47.9	.0201	31.6	10.6	16.1	19.3	25.3	16.8	120,532	28,969	7,743	24,346	2,720	20,539	1,507
SUBURBAN TOTAL	253.6	.1063	31.3	10.5	16.9	19.6	24.1	88.3	787,875	190,631	46,410	178,222	29,095	114,353	22,641
LEXINGTON-FAYETTE	328.5	.1378	30.0	14.8	19.6	18.1	22.0	122.3	2,018,261	396,404	202,883	334,004	91,372	420,952	58,869
Bourbon	19.1	.0080	33.1	9.7	16.1	18.9	28.0	7.0	66,321	21,533	4,763	2,512	1,478	14,313	4,239
Clark	29.6	.0124	31.4	10.0	17.9	19.1	24.4	10.7	139,140	36,974	10,555	18,005	3,548	35,453	4,210
Fayette	208.9	.0876	29.6	16.7	20.7	17.7	21.2	80.7	1,578,081	268,986	170,570	297,697	81,496	324,403	41,037
• Lexington-Fayette	208.9	.0876	29.6	16.7	20.7	17.7	21.2	80.7	1,578,081	268,986	170,570	297,697	81,496	324,403	41,037
Jessamine	29.4	.0124	28.5	14.2	20.1	18.0	19.0	9.7	102,409	25,318	7,458	7,380	2,178	29,172	2,920
Scott	22.9	.0096	30.4	13.0	16.8	18.8	23.5	7.8	60,516	21,389	5,612	4,211	1,743	7,390	3,396
Woodford	18.6	.0078	31.4	10.2	17.2	20.8	23.0	6.4	71,594	22,204	3,925	4,199	929	10,221	3,060
SUBURBAN TOTAL	119.6	.0502	30.7	11.6	17.8	19.0	23.3	41.6	440,180	127,418	32,313	36,307	9,876	96,549	17,825
LOUISVILLE	968.5	.4065	31.4	11.5	18.1	18.4	25.0	353.2	5,324,260	1,118,325	522,453	805,981	237,087	1,057,670	212,901
Bullitt	48.7	.0204	27.5	10.4	18.9	20.8	15.1	14.8	92,134	42,398	6,707	2,250	2,893	12,350	1,000
Jefferson	677.5	.2843	31.8	11.8	17.9	17.9	26.5	255.2	4,155,389	846,461	424,652	659,905	194,273	834,813	170,474
• Louisville	286.7	.1203	33.6	12.4	16.6	15.2	32.4	116.1	1,700,504	450,094	220,688	115,709	91,131	266,530	95,740
Oldham	32.7	.0137	29.4	10.9	21.7	22.7	15.1	9.6	77,437	23,318	3,481	4,196	3,277	22,388	2,917
Shelby	24.8	.0105	32.8	10.3	16.4	19.8	26.7	8.5	86,558	24,508	7,387	6,646	1,579	21,755	3,134
Clark, Ind.	92.0	.0386	30.4	11.1	18.6	18.8	22.7	32.8	578,082	95,340	43,879	107,249	13,743	115,243	17,629
Floyd, Ind.	63.1	.0265	31.8	10.7	17.1	18.8	25.8	22.4	250,852	61,710	29,664	19,701	17,204	37,536	14,431
• New Albany	37.9	.0159	33.2	11.1	16.6	16.5	30.6	14.5	225,918	52,478	27,216	19,532	15,596	36,977	11,402
Harrison, Ind.	29.7	.0125	30.8	10.6	17.0	19.1	23.7	9.9	83,808	24,590	6,683	6,034	4,118	13,585	3,316
SUBURBAN TOTAL	643.9	.2703	30.4	11.2	18.7	20.0	21.4	222.6	3,397,838	615,753	274,549	670,740	130,360	754,163	105,759
OWENSBORO	87.7	.0368	31.1	11.7	16.5	18.2	25.3	32.0	546,217	117,178	52,523	87,867	24,466	103,196	21,453
Daviess	87.7	.0368	31.1	11.7	16.5	18.2	25.3	32.0	546,217	117,178	52,523	87,867	24,466	103,196	21,453
• Owensboro	55.3	.0232	31.8	12.2	16.6	17.5	27.2	21.3	473,578	103,312	44,681	74,676	23,100	87,710	20,000
SUBURBAN TOTAL	32.4	.0136	29.7	11.0	16.4	19.4	21.9	10.7	72,639	13,866	7,842	13,191	1,366	15,486	1,453
OTHER COUNTIES															
Adair	16.1	.0067	35.3	9.8	13.6	18.5	31.8	5.7	33,486	9,415	2,449	1,357	1,037	6,024	1,191
Allen	14.8	.0063	35.7	9.6	14.0	18.9	32.1	5.6	51,533	14,568	2,120	2,104	830	16,013	2,837
Anderson	13.9	.0058	31.8	9.9	17.4	18.9	25.5	4.8	38,325	12,716	1,440	1,116	665	6,227	1,608
Ballard	8.5	.0036	35.7	8.9	14.7	18.0	33.0	3.3	27,364	8,304	1,271	208	373	9,953	663
Barren	35.2	.0147	33.8	10.1	15.7	18.7	29.4	13.0	156,656	38,189	14,100	24,184	6,662	24,595	6,848
Bath	10.2	.0043	32.8	10.3	15.4	18.0	28.5	3.6	14,699	5,330	641	592	730	2,196	976
Bell	34.5	.0145	30.7	10.5	16.4	17.3	25.8	11.9	160,473	41,768	11,408	20,131	7,216	27,440	5,708

Put Louisville to the test.

You'll find we meet the key statistical criteria better than many of the test markets you may be using.

Our central location makes it easy to distribute products and Louisville has minimal interference from other regional markets.

But what really sets us apart from other great test markets is a unique new program pulled together by local trade and media leaders. The program makes your testing process easier, more effective and more accurate.

Find out how by calling collect, (502) 582-4703.

The Courier-Journal
The Louisville Times

Represented nationally by Sawyer-Ferguson-Walker Company, Inc.

KY. (cont.)
[illegible] ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
☐ Boone	50.8	.0213	29.1	10.9	19.1	20.0	18.8	17.1	447,107	70,039	42,660	106,777	9,573	69,865	13,234
Boyle	25.5	.0107	32.2	11.5	15.8	18.2	27.4	9.3	159,341	35,481	9,749	31,023	5,075	38,313	5,652
Bracken	7.8	.0032	34.2	9.6	13.9	17.6	31.3	2.7	12,647	5,923	386	239	232	2,106	181
Breathitt	17.2	.0073	27.9	12.1	16.6	16.7	21.6	5.4	52,349	11,255	2,709	7,739	2,378	12,136	1,562
Breckinridge	17.0	.0071	32.6	10.0	15.4	17.2	29.1	6.1	50,747	25,738	2,327	2,440	1,557	7,233	1,846
Butler	12.0	.0051	32.8	10.4	15.1	18.0	28.7	4.1	18,626	6,831	561	649	244	2,909	1,175
Caldwell	13.1	.0055	37.1	9.2	14.5	17.8	34.8	5.0	39,274	15,052	3,636	9,747	2,997	10,710	2,022
Calloway	31.6	.0132	31.6	20.3	14.3	16.3	28.8	11.6	227,092	32,368	14,377	16,286	10,117	104,928	7,053
☐ Campbell	81.2	.0341	31.5	11.9	15.6	16.9	27.6	28.4	327,953	90,982	33,369	28,582	12,459	51,462	20,840
Carlisle	5.5	.0023	37.2	9.1	13.1	18.2	34.6	2.1	14,458	3,582	215	573	108	3,855	117
Carroll	9.6	.0041	33.3	10.4	15.1	18.6	28.8	3.4	45,857	18,437	2,665	1,216	640	8,439	2,387
Casey	15.3	.0064	32.6	9.8	15.1	17.5	28.9	5.7	34,132	7,229	2,375	3,866	1,119	10,511	1,713
Clay	24.1	.0101	28.0	11.3	16.0	17.1	21.6	7.5	63,128	19,323	2,550	4,398	2,876	9,842	2,782
Clinton	9.6	.0041	34.0	10.3	14.5	19.4	29.1	3.4	29,810	10,851	1,294	1,865	1,245	3,247	944
Crittenden	9.4	.0039	35.8	9.6	14.7	18.5	32.6	3.4	26,945	11,044	1,346	2,042	929	4,005	1,614
Cumberland	7.3	.0031	35.8	9.8	14.2	17.8	33.2	2.8	13,822	5,369	673	988	722	2,335	915
Edmonson	11.3	.0047	32.4	10.1	15.0	19.3	26.9	3.7	12,256	5,717	1,132	242	534	1,409	591
Elliott	7.2	.0031	29.5	10.4	16.7	17.3	23.5	2.5	7,476	1,162	368	399	295	2,588	126
Estill	14.8	.0062	32.0	10.0	15.1	18.6	26.8	5.2	47,386	14,103	1,929	3,060	583	19,958	2,225
Fleming	12.5	.0053	32.7	10.1	16.0	17.3	29.0	4.6	50,267	9,956	2,000	4,259	2,130	19,012	1,860
Floyd	52.5	.0220	29.7	10.9	17.4	17.2	23.7	17.7	184,159	36,708	9,022	16,485	5,053	52,007	8,995
Franklin	43.7	.0184	31.7	11.5	19.2	19.1	24.5	16.8	204,193	44,440	19,370	23,173	4,766	44,496	8,998
Fulton	8.3	.0034	35.9	9.2	13.2	16.2	34.9	3.2	44,117	15,105	959	7,537	1,335	5,686	2,220
Gallatin	5.1	.0022	31.6	10.1	15.4	19.3	25.5	1.9	22,763	6,743	1,909	1,445	114	215	669
Garrard	11.1	.0046	34.4	9.6	15.9	19.1	30.0	4.1	17,785	5,556	1,305	1,126	1,115	2,212	938
Grant	14.6	.0062	31.8	9.6	15.3	19.3	25.8	4.7	49,742	14,899	3,218	921	1,104	13,349	1,760
Graves	33.9	.0142	36.5	9.4	14.6	18.0	34.0	13.1	134,592	31,384	4,995	13,992	3,423	26,918	5,536
Grayson	22.7	.0095	32.6	10.2	15.2	17.4	28.9	8.0	74,457	18,394	4,805	9,446	2,295	10,706	4,746
Green	11.1	.0047	35.6	9.3	14.8	18.9	31.9	4.0	25,687	10,500	983	1,826	541	3,504	1,205
Hancock	8.0	.0034	29.8	10.3	17.2	18.5	22.5	2.8	12,688	8,542	442		63	1,747	610
Hardin	90.2	.0378	24.4	23.9	17.2	16.0	14.6	26.6	381,981	69,348	27,901	45,093	16,193	108,051	7,625
Harlan	42.0	.0177	29.6	11.1	16.7	15.9	25.0	14.3	147,112	45,877	8,516	23,367	7,056	20,934	5,542
Harrison	15.4	.0064	34.6	9.9	14.5	17.9	31.5	5.4	61,749	17,343	2,796	6,192	2,402	12,538	4,099
Hart	16.6	.0070	33.5	10.1	14.3	18.4	29.4	6.0	36,678	12,923	819	1,466	1,763	7,027	1,890
☐ Henderson	42.8	.0180	31.6	11.0	17.2	18.2	25.9	15.9	259,786	64,110	21,165	30,229	11,425	58,724	6,975
Henry	13.3	.0055	34.2	9.5	15.4	19.3	29.5	4.7	31,398	9,479	2,171	1,622	312	8,191	2,693
Hickman	5.8	.0025	36.6	9.3	13.8	17.5	34.6	2.1	7,313	2,382	674	500	45	1,280	137
Hopkins	47.7	.0200	32.3	10.4	16.8	17.8	27.7	17.5	246,981	66,217	14,026	29,582	10,612	52,048	9,115
Jackson	12.4	.0052	30.6	10.4	15.6	16.7	26.5	4.2	15,641	4,157	1,343	1,502	341	3,206	1,416
Johnson	26.5	.0111	31.0	10.6	16.9	18.2	25.0	8.8	116,895	20,888	7,803	15,678	7,660	21,938	6,708
☐ Kenton	138.5	.0582	30.7	11.7	17.4	17.0	25.5	49.7	622,740	168,874	64,701	86,300	27,279	79,653	28,946
Covington	46.7	.0196	31.5	12.2	16.0	14.4	30.0	18.1	286,392	69,548	34,661	22,220	13,478	70,198	12,755
Knott	18.8	.0079	27.9	11.8	17.1	16.3	21.6	5.9	52,107	15,302	2,167	9,261	2,388	3,601	410
Knox	31.9	.0133	30.1	10.6	13.7	17.3	24.9	10.7	112,013	31,095	5,847	19,508	2,173	23,574	5,589
Larue	12.2	.0052	34.2	9.8	15.0	18.8	30.1	4.5	32,049	11,611	1,179	3,809	1,103	5,536	1,061
Laurel	43.0	.0180	30.3	10.8	16.6	17.9	24.3	14.5	197,056	46,498	9,819	12,647	9,165	62,908	5,739
Lawrence	15.6	.0066	31.2	10.3	15.5	17.9	26.2	5.2	38,540	19,999	2,244	325	779	1,850	3,258
Lee	7.9	.0033	33.1	9.4	14.6	17.8	29.4	2.9	21,044	6,938	801	1,531	232	4,338	426
Leslie	15.4	.0064	26.8	12.4	17.2	17.7	18.3	5.0	23,995	8,043	922	4,328	1,152	1,524	689
Letcher	32.3	.0136	29.3	10.8	16.7	17.0	23.4	10.9	81,644	24,523	3,516	10,754	4,418	6,023	3,902
Lewis	14.8	.0062	29.4	10.9	15.3	17.9	23.6	5.0	19,940	8,347	1,049	420	475	2,119	176
Lincoln	19.4	.0081	32.6	9.4	15.3	18.2	28.1	6.8	33,229	9,736	1,974	537	1,664	8,860	777
Livingston	9.5	.0040	34.2	9.7	16.3	19.1	29.5	3.7	18,468	9,659	3,587	63	265	1,050	1,033
Logan	25.6	.0108	34.0	10.2	14.4	18.7	29.8	9.3	80,209	28,740	4,342	8,087	2,614	15,608	4,655
Lyon	6.6	.0027	36.9	10.9	17.2	19.[illegible]	33.2	2.5	16,183	7,136	686	230	921	3,552	292
McCracken	61.0	.0256	34.1	10.1	16.5	18.1	30.5	24.0	417,959	91,283	32,591	55,724	20,406	76,107	18,033
McCreary	16.5	.0070	28.4	10.8	15.6	16.4	23.3	5.4	37,824	17,231	1,747	2,530	1,359	5,673	1,871
McLean	10.3	.0043	33.7	9.3	16.1	18.5	29.4	3.5	22,314	8,786	1,097	754	392	3,892	845
Madison	55.5	.0233	26.4	24.5	15.8	16.1	20.3	18.0	288,324	62,439	29,337	31,361	5,284	52,425	8,592
Magoffin	14.4	.0060	27.4	11.6	16.0	17.3	20.5	4.7	33,983	14,088	1,248	4,562	751	2,447	2,072
Marion	17.8	.0075	29.3	11.0	15.6	16.2	24.9	5.8	56,804	19,064	3,304	7,634	3,227	4,568	2,569
Marshall	26.9	.0113	35.8	9.7	14.8	20.0	31.1	10.2	95,045	22,434	6,795	9,804	2,920	18,369	2,652
Martin	15.3	.0064	26.3	11.6	18.7	15.6	18.2	4.6	53,311	14,235	1,202	5,207	1,473	23,160	1,345
Mason	17.3	.0073	33.5	10.1	15.4	17.0	30.7	6.4	100,577	21,963	7,226	12,736	3,583	15,272	4,578
Meade	23.9	.0100	26.7	11.8	22.9	16.4	14.5	7.7	35,509	8,197	2,487	810	1,099	14,548	738
Menifee	5.2	.0022	29.5	11.7	16.0	17.0	24.1	1.6	7,848	2,160	221	285	346	2,428	197
Mercer	19.9	.0083	33.6	9.7	15.7	18.9	28.9	7.2	61,668	22,332	4,731	3,067	2,712	9,677	2,614
Metcalfe	10.2	.0043	34.5	9.9	14.1	19.1	30.2	3.7	26,028	8,452	965	570	629	7,667	971
Monroe	12.5	.0053	34.3	9.9	14.2	18.6	30.5	4.7	37,276	15,514	1,670	1,551	1,508	6,485	2,881
Montgomery	21.3	.0089	30.6	10.4	17.5	18.1	24.2	7.6	106,729	26,248	7,673	9,812	3,668	21,358	4,074
Morgan	12.4	.0052	30.3	11.6	15.3	17.3	25.5	4.3	41,644	8,946	986	2,850	2,410	13,108	637
Muhlenberg	33.2	.0139	32.3	10.6	15.9	17.5	28.3	11.5	131,091	44,232	5,123	18,157	4,723	23,920	6,909
Nelson	29.0	.0122	29.1	11.6	16.6	17.1	23.1	9.5	110,932	32,727	8,036	14,384	3,842	16,914	3,815
Nicholas	7.3	.0031	33.7	9.7	15.7	17.7	30.2	2.6	15,698	4,261	676	2,314	637	1,400	1,107
Ohio	22.9	.0096	32.6	9.8	15.9	17.6	28.5	8.2	84,969	27,008	4,255	8,282	1,499	25,614	4,209
Owen	9.3	.0039	34.3	8.6	14.9	17.6	31.4	3.4	22,832	5,248	1,025	1,725	643	5,784	1,306
Owsley	5.9	.0025	31.6	9.8	15.0	17.6	27.4	1.8	8,226	3,040	621	77	492	1,234	890
Pendleton	11.1	.0046	31.5	10.4	15.0	17.9	26.9	3.9	21,362	9,074	1,065	602	325	2,560	744
Perry	35.6	.0150	28.5	11.4	17.2	16.9	22.0	11.6	141,543	37,230	8,983	12,048	5,015	29,406	4,746
Pike	86.5	.0363	28.8	11.5	18.0	17.6	21.1	29.3	355,707	98,214	17,293	50,290	8,594	86,383	9,178
Powell	12.1	.0051	29.1	10.7	16.7	18.6	21.6	3.8	22,400	6,513	2,125	3,391	414	1,192	1,233
Pulaski	49.0	.0205	32.8	10.5	15.9	18.7	27.8	17.9	278,563	75,094	19,816	40,765	10,400	55,449	8,312

KY. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84 | RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Robertson	2.3	.0010	36.4	8.7	14.2	18.6	33.2	.8	2,534	565	127	227	62	114	
Rockcastle	14.6	.0061	32.0	10.0	14.9	18.6	26.9	5.1	31,012	11,544	1,974	2,172	664	2,583	1,440
Rowan	19.3	.0081	25.7	24.9	14.8	15.9	20.5	6.1	80,500	20,984	4,899	14,283	1,027	11,204	4,090
Russell	14.8	.0062	34.7	9.8	14.6	18.2	31.4	5.6	41,989	12,374	1,881	4,322	1,680	10,020	2,071
Simpson	14.9	.0062	32.3	10.1	15.7	17.7	28.2	5.4	76,658	19,719	7,538	8,115	2,486	12,968	3,240
Spencer	6.1	.0026	32.0	9.8	16.3	19.5	25.7	2.1	11,857	5,561	368	155	210	698	288
Taylor	22.4	.0094	32.7	11.8	16.0	19.4	26.9	8.4	103,418	26,578	8,304	14,125	3,007	19,067	3,973
Todd	11.6	.0048	33.9	10.2	14.0	17.0	31.5	4.2	18,007	8,890	751	973	419	1,562	1,103
Trigg	9.5	.0040	36.7	8.2	14.1	18.2	33.9	3.5	25,210	7,346	1,540	830	2,276	5,205	1,013
Trimble	6.5	.0028	32.2	9.4	17.0	18.9	26.4	2.2	5,476	962	676		84	168	1,239
Union	18.1	.0076	26.8	17.1	14.9	14.4	23.4	5.7	63,104	23,783	2,832	12,211	1,660	6,229	2,164
Warren	78.5	.0329	28.7	18.9	17.5	16.9	22.1	27.8	517,566	103,157	47,572	81,523	22,609	84,395	15,986
Bowling Green	44.0	.0185	27.2	25.4	15.6	14.5	23.4	16.0	490,434	99,524	46,899	73,399	21,909	85,610	15,653
Washington	10.4	.0044	32.0	10.8	14.3	17.1	28.5	3.4	15,756	3,740	678	251	966	1,857	1,543
Wayne	17.9	.0075	31.8	10.5	15.2	17.8	27.3	6.4	52,218	17,685	2,012	6,471	1,702	6,799	3,128
Webster	15.1	.0063	33.8	10.2	14.7	16.7	31.5	5.6	53,467	17,067	1,735	437	832	19,571	2,307
Whitley	37.0	.0155	30.5	12.7	15.4	17.0	26.1	13.0	220,931	41,724	14,345	18,709	7,849	48,563	5,556
Wolfe	7.2	.0031	30.6	11.2	14.9	17.7	25.7	2.4	16,537	4,834	597	347	421	2,976	765
TOTAL METRO COUNTIES	**1,703.2**	**.7148**	**30.8**	**12.5**	**18.1**	**18.1**	**24.3**	**616.8**	**9,411,383**	**2,032,616**	**914,509**	**1,457,926**	**407,784**	**1,834,394**	**358,940**
TOTAL STATE	**3,769.7**	**1.5821**	**30.9**	**12.3**	**16.9**	**17.8**	**25.2**	**1,336.6**	**17,318,340**	**4,103,365**	**1,419,549**	**2,337,544**	**688,925**	**3,489,993**	**663,469**

KY.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CLARKSVILLE - HOPKINSVILLE	**1,307,719**	**20,180**	**30.0**	**30.6**	**13.8**	**6.1**	**.0546**
Christian	563,947	19,250	31.3	27.0	13.9	7.1	.0232
• Hopkinsville	265,977	20,864	26.4	26.5	16.9	8.6	.0126
Montgomery, Tenn.	*743,772*	*20,779*	*29.1*	*33.1*	*13.7*	*5.4*	*.0314*
• *Clarksville*	*501,198*	*20,432*	*30.9*	*32.9*	*13.1*	*5.3*	*.0238*
SUBURBAN TOTAL	540,544	19,577	31.1	30.4	12.8	5.6	.0182
HUNTINGTON - ASHLAND	**2,902,992**	**20,399**	**24.9**	**30.6**	**14.6**	**5.7**	**.1218**
Boyd	510,992	22,096	22.5	30.2	17.5	6.7	.0222
• Ashland	262,593	20,187	23.9	27.3	15.4	7.6	.0135
Carter	175,420	16,548	27.4	27.5	10.5	4.0	.0075
Greenup	310,544	21,459	24.1	36.8	12.9	4.3	.0112
Lawrence, Ohio	*570,594*	*22,385*	*22.7*	*32.0*	*16.9*	*6.1*	*.0203*
Cabell, W. Va.	*955,097*	*19,219*	*27.3*	*29.0*	*13.2*	*5.9*	*.0464*
• *Huntington*	*556,550*	*17,131*	*28.5*	*26.5*	*10.9*	*5.5*	*.0285*
Wayne, W. Va.	*380,345*	*19,975*	*25.1*	*30.2*	*14.7*	*5.0*	*.0142*
SUBURBAN TOTAL	2,083,849	21,433	24.1	32.3	15.6	5.4	.0798
LEXINGTON-FAYETTE	**3,532,380**	**24,518**	**22.7**	**29.6**	**18.2**	**12.1**	**.1426**
Bourbon	150,215	17,988	27.7	29.1	11.0	5.4	.0060
Clark	303,693	25,322	19.5	28.8	20.5	11.3	.0116
Fayette	2,393,434	24,907	22.8	29.2	18.3	13.2	.1004
• Lexington-Fayette	2,393,434	24,907	22.8	29.2	18.5	13.2	.1004
Jessamine	277,753	24,448	22.3	31.8	18.7	10.4	.0101
Scott	202,565	23,038	24.1	33.3	16.5	7.3	.0073
Woodford	204,690	28,682	19.6	27.9	22.6	16.3	.0072
SUBURBAN TOTAL	1,138,916	23,778	22.4	30.2	18.1	10.1	.0422
LOUISVILLE	**10,185,215**	**25,648**	**21.0**	**31.2**	**19.6**	**11.5**	**.4022**
Bullitt	407,038	26,847	18.8	38.7	22.2	6.7	.0141
Jefferson	7,541,889	26,004	20.6	29.8	19.7	13.0	.2994
• Louisville	2,798,970	19,488	25.6	26.8	13.8	8.2	.1177

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Oldham	351,796	33,130	16.6	27.7	26.6	19.4	.0114
Shelby	224,869	23,671	21.5	31.1	18.1	8.4	.0084
Clark, Ind.	*814,522*	*23,311*	*24.4*	*37.2*	*16.8*	*4.8*	*.0370*
Floyd, Ind.	*596,686*	*24,458*	*22.2*	*34.0*	*19.2*	*7.8*	*.0227*
• *New Albany*	*350,173*	*21,704*	*25.3*	*33.3*	*15.0*	*6.0*	*.0152*
Harrison, Ind.	*248,415*	*23,195*	*24.5*	*37.2*	*15.9*	*5.7*	*.0092*
SUBURBAN TOTAL	7,036,072	28,842	18.4	33.3	22.9	13.6	.2693
OWENSBORO	**833,156**	**23,152**	**23.0**	**30.5**	**18.4**	**8.2**	**.0361**
Daviess	833,156	23,152	23.0	30.5	18.4	8.2	.0361
• Owensboro	530,738	21,508	24.8	29.3	16.9	7.4	.0259
SUBURBAN TOTAL	302,418	26,475	19.3	33.1	21.4	9.8	.0102
OTHER COUNTIES							
Adair	96,885	13,466	31.7	23.3	5.5	2.8	.0040
Allen	116,882	17,021	27.5	26.0	12.6	4.2	.0047
Anderson	130,268	25,217	22.6	34.5	21.5	7.2	.0046
Ballard	77,428	20,132	23.7	26.6	16.5	7.2	.0028
Barren	305,008	20,333	24.3	30.5	14.2	6.0	.0126
Bath	70,049	15,855	30.0	25.0	10.8	3.7	.0025
Bell	233,712	15,209	29.0	24.2	9.4	4.2	.0111
☐ Boone	514,584	28,812	18.0	35.6	25.7	9.3	.0247
Boyle	253,433	22,659	23.6	28.5	18.0	9.7	.0108
Bracken	59,652	19,776	25.4	31.6	12.3	5.6	.0021
Breathitt	94,140	12,493	23.8	20.8	8.9	3.9	.0045
Breckinridge	118,139	15,794	32.0	23.8	10.1	3.7	.0049
Butler	72,347	14,891	28.9	27.4	6.6	2.4	.0029
Caldwell	111,992	18,865	27.2	28.5	13.8	5.2	.0046
Calloway	262,450	18,229	28.9	29.4	11.0	4.9	.0130
☐ Campbell	837,194	27,142	20.3	30.0	22.7	11.9	.0307
Carlisle	45,280	18,240	27.5	29.0	11.8	5.2	.0016

Indiana Jones
LEXINGTON HERALD-LEADER

LEXINGTON
KENTUCKY

In one of the nation's most lucrative marketplaces, the Lexington Herald-Leader has put it all together . . . everything you want in a simple, comprehensive package: growth market, upscale demographics, wide circulation, maximum penetration, weekend and weekday TMC options and low cost. Let us help you put it all together in one of the South's major upscale markets.

	1978	1983	Growth
Population	305,400	328,800	+8%
EBI	$1.97 billion	$3.18 billion	+62%
EBI/HH	$18,983	$25,751	+36%
Retail Sales	$1.2 billion	$2.0 billion	+63%
RS/HH	$11,781	$16,140	+37%

Sources: 1979, 1983, 1984 Survey of Buying Power

ILLINOIS
INDIANA
KENTUCKY
Owensboro

Kentucky's 3rd Metro Market

OWENSBORO, KY ...

an essential part of the Evansville-Owensboro ADI

EVANSVILLE-OWENSBORO ADI COVERAGE*
Total Household - 263,700

NEWSPAPER	DAILY CIRC.	% COV.	SUNDAY CIRC.	% COV.
Owensboro Mess. Inq.	**33,427**	**12.7**	**34,291**	**13.0**
Evansville Cour. Press	104,747	39.7	116,979	44.4
TOTAL	138,174	52.4	151,270	57.4

Messenger-Inquirer ... *#1 in Metro A.M. Penetration**

* SOURCES: Circulation '84/'85, SRDS-NCA '84/'85

Represented By BRANHAM Newspaper Sales

Now a member of the Four-Color Newspaper Network!

KY. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Carroll	77,501	19,637	25.8	28.6	14.8	5.7	.0034
Casey	88,109	12,554	34.0	19.2	4.7	2.3	.0038
Clay	152,527	15,089	28.1	21.4	10.2	6.3	.0064
Clinton	52,283	12,260	34.0	16.7	5.6	2.6	.0025
Crittenden	77,584	20,081	22.7	27.6	17.0	5.6	.0029
Cumberland	51,973	14,176	29.9	21.9	8.0	4.4	.0020
Edmonson	67,627	15,578	31.3	27.6	7.5	2.3	.0025
Elliott	31,290	10,316	31.8	17.2	2.1	.2	.0015
Estill	110,437	17,826	24.6	26.2	14.6	4.4	.0045
Fleming	87,882	16,230	29.9	25.6	8.3	4.0	.0040
Floyd	366,713	17,718	28.1	29.1	11.6	3.8	.0158
Franklin	493,570	25,689	23.2	30.8	19.9	12.5	.0180
Fulton	63,142	15,985	21.4	27.7	10.5	3.9	.0029
Gallatin	37,505	17,140	25.3	29.8	10.2	3.6	.0017
Garrard	81,118	17,374	28.2	29.1	11.7	2.4	.0029
Grant	110,458	22,008	23.3	34.5	16.4	4.1	.0045
Graves	315,112	21,258	23.6	30.8	15.7	6.4	.0121
Grayson	161,437	16,857	27.4	26.7	10.2	4.7	.0067
Green	77,727	16,478	28.1	28.5	8.1	3.6	.0031
Hancock	83,970	27,860	17.5	24.4	27.4	13.4	.0026
Hardin	821,334	22,237	27.7	32.7	15.5	7.8	.0324
Harlan	290,501	16,360	27.5	26.9	11.0	4.1	.0126
Harrison	115,557	18,280	26.6	29.4	11.0	5.4	.0049
Hart	119,935	15,421	28.1	24.8	9.0	4.4	.0046
☐ Henderson	435,127	24,616	22.3	32.3	19.7	8.5	.0181
Henry	109,436	20,467	24.9	31.0	14.2	6.0	.0039
Hickman	45,044	18,000	24.4	28.6	11.8	5.2	.0015
Hopkins	454,393	22,686	23.7	28.2	18.7	8.6	.0186
Jackson	65,689	11,961	30.9	18.7	4.9	2.7	.0026
Johnson	198,179	18,102	24.1	25.2	14.1	6.8	.0089
☐ Kenton	1,420,713	26,202	21.1	31.2	20.9	10.8	.0536
Covington	402,061	18,711	27.0	28.3	13.1	5.6	.0184
Knott	135,140	17,969	25.1	25.7	12.7	7.6	.0055
Knox	183,557	13,164	28.1	21.7	8.4	2.7	.0086
Larue	88,766	17,000	29.5	29.0	10.0	3.0	.0037
Laurel	310,309	18,458	29.0	29.9	11.3	4.6	.0141
Lawrence	114,698	15,864	27.6	21.1	12.4	8.2	.0044
Lee	51,709	13,779	34.4	22.1	6.3	3.6	.0022
Leslie	103,708	15,841	26.9	23.4	12.9	4.7	.0038
Letcher	237,235	17,843	28.1	26.1	13.2	5.8	.0093
Lewis	90,275	15,071	30.3	25.3	8.2	2.4	.0034
Lincoln	113,327	14,073	32.4	24.1	6.5	1.5	.0046
Livingston	82,485	19,831	28.3	31.5	13.5	4.7	.0028
Logan	206,919	19,335	26.8	30.3	13.2	4.7	.0081
Lyon	63,197	21,483	22.0	29.6	15.5	8.4	.0021
McCracken	636,301	23,349	21.8	29.0	18.7	9.2	.0271
McCreary	76,401	10,900	31.1	18.1	3.3	1.6	.0038
McLean	81,985	20,735	21.9	28.9	16.2	6.3	.0029
Madison	462,907	20,780	25.3	28.5	15.7	7.7	.0204
Magoffin	86,903	13,836	27.7	21.3	10.9	3.3	.0037
Marion	125,792	18,117	29.9	29.7	11.1	4.3	.0053
Marshall	264,166	23,535	23.4	31.3	18.8	7.5	.0095
Martin	118,266	21,218	20.4	21.6	18.5	12.0	.0048
Mason	152,193	20,779	24.4	29.9	15.4	6.5	.0067
Meade	176,037	20,919	31.0	37.0	11.0	4.5	.0063
Menifee	26,589	14,065	28.4	27.2	6.7	.8	.0011
Mercer	173,498	21,799	23.5	30.6	17.2	6.0	.0065
Metcalfe	58,378	11,802	31.2	18.1	5.1	2.1	.0026
Monroe	78,020	12,947	30.0	21.4	5.7	2.6	.0034
Montgomery	149,909	16,684	30.8	27.9	8.2	3.8	.0072
Morgan	75,627	12,943	31.1	19.1	7.2	4.1	.0035
Muhlenberg	293,351	21,986	25.8	28.1	17.6	8.1	.0115
Nelson	232,786	21,575	25.3	32.6	15.6	5.6	.0096
Nicholas	54,745	17,618	29.5	26.7	12.2	4.3	.0019
Ohio	195,914	21,411	23.2	28.2	18.3	6.4	.0078
Owen	73,065	17,733	26.8	25.4	13.1	5.9	.0027
Owsley	22,458	9,989	33.4	12.8	2.6	1.2	.0011
Pendleton	88,880	21,010	23.9	33.1	14.9	4.5	.0031
Perry	310,543	22,262	23.4	24.8	17.8	11.7	.0124
Pike	640,629	18,836	27.3	30.8	11.5	4.9	.0279
Powell	69,543	15,540	32.4	26.5	7.8	2.3	.0028
Pulaski	369,658	16,148	29.6	25.1	10.7	4.6	.0178
Robertson	13,927	15,862	31.6	27.4	7.1	1.1	.0005
Rockcastle	78,380	12,486	33.0	18.5	5.4	1.9	.0034
Rowan	130,288	15,919	27.6	26.2	9.4	5.0	.0060
Russell	107,716	14,822	30.3	22.6	8.0	5.1	.0044
Simpson	141,206	22,532	22.9	28.8	18.7	8.6	.0058
Spencer	50,569	22,630	21.6	32.4	18.1	5.3	.0016
Taylor	207,118	21,813	23.6	31.4	15.7	7.0	.0084
Todd	86,300	16,653	29.7	25.7	9.5	5.7	.0030
Trigg	73,748	17,914	29.2	28.3	10.7	4.8	.0029
Trimble	56,292	22,473	23.3	30.7	17.3	8.3	.0017
Union	140,580	22,073	22.8	31.6	15.6	7.3	.0058
Warren	705,460	21,375	25.2	30.6	15.0	7.6	.0322
Bowling Green	393,303	18,924	27.6	27.4	12.2	7.7	.0227
Washington	75,916	18,588	25.7	28.5	11.0	7.0	.0027
Wayne	104,482	13,370	30.8	22.9	4.9	2.5	.0048
Webster	126,485	19,070	25.5	27.4	14.5	6.2	.0049
Whitley	275,029	16,152	29.3	24.7	11.1	5.2	.0136
Wolfe	42,504	13,609	30.7	19.7	8.4	3.7	.0018
TOTAL METRO COUNTIES	**17,659,619**	**25,127**	**21.7**	**30.3**	**19.4**	**11.3**	**.7032**
TOTAL STATE	**33,807,386**	**21,373**	**24.4**	**28.8**	**15.9**	**8.3**	**1.3732**

TURN TO
LANDON
FOR RESULTS
(See page B-26)

When you ask Landon . . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

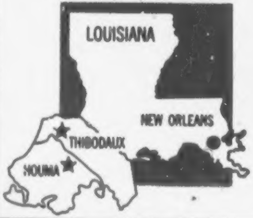
LOUISIANA

LA.
[illegible] ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total. Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ALEXANDRIA	**143.0**	**.0600**	**30.2**	**12.0**	**16.0**	**18.0**	**24.4**	**49.4**	**692,926**	**141,632**	**55,266**	**100,979**	**34,621**	**131,458**	**25,599**
Rapides	143.0	.0600	30.2	12.0	16.0	18.0	24.4	49.4	692,926	141,632	55,266	100,979	34,621	131,458	25,599
• Alexandria	54.0	.0227	30.7	12.0	14.7	16.4	27.2	20.0	535,767	87,940	42,035	85,311	24,065	118,223	17,637
SUBURBAN TOTAL	89.0	.0373	29.9	12.1	16.8	18.9	22.6	29.4	157,159	53,692	13,231	15,668	10,556	13,235	7,962
BATON ROUGE	**549.7**	**.2307**	**27.7**	**15.2**	**19.2**	**17.4**	**18.5**	**188.8**	**3,045,147**	**681,270**	**287,511**	**432,286**	**169,224**	**544,949**	**91,487**
Ascension	58.6	.0246	27.2	12.1	18.0	17.6	18.4	18.7	230,580	57,582	15,050	10,713	10,946	69,287	8,324
East Baton Rouge	400.5	.1681	27.7	16.3	19.7	17.1	18.5	141.1	2,589,063	546,039	260,630	401,385	172,331	443,882	74,633
• Baton Rouge	248.6	.1043	28.2	18.5	18.1	15.8	21.0	92.1	2.217,532	383,205	235,946	385,451	147,410	398,564	61,627
Livingston	69.8	.0293	28.0	11.6	18.8	18.8	18.0	22.6	168,884	56,454	8,679	18,507	5,784	29,375	7,115
West Baton Rouge	20.8	.0087	27.4	13.4	16.2	17.1	20.5	6.4	56,620	21,195	3,152	1,681	163	2,405	1,415
SUBURBAN TOTAL	301.1	.1264	27.3	12.4	20.2	18.7	15.7	96.7	827,615	298,065	51,565	46,835	41,814	146,385	29,860
HOUMA - THIBODAUX	**191.7**	**.0805**	**26.8**	**14.0**	**17.6**	**17.6**	**17.9**	**62.4**	**1,056,586**	**234,924**	**159,846**	**128,115**	**51,032**	**201,885**	**37,848**
Lafourche	88.4	.0371	27.1	14.6	16.9	17.6	19.1	28.6	383,423	103,512	22,174	36,491	20,324	85,485	21,277
• Thibodaux	17.0	.0071	26.0	23.3	15.6	13.9	22.1	5.8	163,306	30,386	12,710	12,631	8,479	46,975	10,312
Terrebonne	103.3	.0434	26.5	13.5	18.1	17.6	17.0	33.8	673,163	131,412	137,672	91,624	30,709	116,400	16,571
• Houma	34.5	.0145	28.2	13.7	17.3	16.5	21.8	12.3	479,855	107,332	64,274	62,059	24,596	100,769	14,577
SUBURBAN TOTAL	140.2	.0589	26.5	13.0	17.8	18.3	16.5	44.3	413,425	97,206	82,862	53,425	17,958	54,141	12,959
LAFAYETTE	**215.3**	**.0903**	**27.3**	**15.5**	**18.9**	**17.3**	**18.2**	**74.6**	**1,541,953**	**272,596**	**176,820**	**223,039**	**78,070**	**286,172**	**37,732**
Lafayette	169.8	.0712	27.4	16.3	19.6	17.4	17.7	60.4	1,423,728	235,109	166,928	207,707	75,297	265,575	33,530
• Lafayette	82.6	.0347	28.0	18.3	18.9	16.1	20.6	30.4	1,245,221	198,454	150,365	202,062	70,147	247,923	29,960
St. Martin	45.5	.0191	27.0	12.8	15.6	17.0	20.4	14.2	118,225	37,487	9,892	15,332	2,773	20,597	4,202
SUBURBAN TOTAL	132.7	.0556	26.9	13.8	18.8	18.1	16.8	44.2	296,732	74,142	26,455	20,977	7,923	38,249	7,772
LAKE CHARLES	**176.7**	**.0742**	**29.4**	**12.9**	**17.1**	**18.1**	**22.3**	**61.5**	**986,096**	**241,319**	**76,640**	**115,206**	**51,528**	**162,958**	**40,242**
Calcasieu	176.7	.0742	29.4	12.9	17.1	18.1	22.3	61.5	986,096	241,319	76,640	115,206	51,528	162,958	40,242
• Lake Charles	75.4	.0316	29.9	14.2	17.0	16.4	24.9	27.4	671,201	130,711	59,681	91,883	38,875	123,265	29,106
SUBURBAN TOTAL	101.3	.0426	29.0	11.9	17.3	19.3	20.3	34.1	314,895	110,608	16,959	23,323	12,653	39,693	11,136
MONROE	**145.2**	**.0609**	**28.8**	**13.7**	**16.2**	**17.0**	**23.0**	**50.8**	**759,854**	**148,083**	**73,946**	**108,407**	**45,711**	**146,754**	**29,778**
Ouachita	145.2	.0609	28.8	13.7	16.2	17.0	23.0	50.8	759,854	148,083	73,946	108,407	45,711	146,754	29,778
• Monroe	56.6	.0238	27.9	16.2	14.9	13.5	25.9	19.9	516,151	76,911	47,969	83,930	32,469	125,400	17,136
SUBURBAN TOTAL	88.6	.0371	29.3	12.1	17.1	19.2	21.2	30.9	243,703	71,172	25,977	24,477	13,242	21,354	12,642
NEW ORLEANS	**1,337.9**	**.5615**	**29.8**	**12.4**	**18.8**	**17.8**	**22.4**	**487.5**	**7,560,519**	**1,719,101**	**956,741**	**862,513**	**445,522**	**1,194,555**	**323,990**
Jefferson	486.2	.2041	29.4	12.3	19.9	19.0	19.8	176.1	3,449,537	730,788	357,766	470,734	231,015	676,503	120,192
Kenner	74.6	.0313	27.1	11.9	23.8	18.9	12.3	24.7	312,390	73,645	43,311	17,904	7,603	67,755	10,956
Orleans	563.3	.2364	30.5	13.2	18.2	15.8	25.9	215.3	3,012,967	633,477	495,660	262,257	167,304	395,994	151,302
• New Orleans	563.3	.2364	30.5	13.2	18.2	15.8	25.9	215.3	3,012,967	633,477	495,660	262,257	167,304	395,994	151,302
St. Bernard	69.1	.0290	30.0	12.2	17.6	18.6	22.7	23.3	293,351	117,551	26,394	34,585	14,883	12,868	17,862
St. Charles	41.9	.0176	27.5	12.7	17.5	18.7	18.2	13.7	90,776	31,991	6,469	10,627	2,829	12,179	3,382
St. John the Baptist	39.3	.0165	26.7	12.7	18.5	17.6	17.1	12.0	137,367	56,308	10,986	25,704	4,577	4,483	9,474
St. Tammany	138.1	.0579	29.8	9.8	18.3	20.5	20.0	47.1	576,521	148,986	59,466	58,606	24,914	92,528	21,778
• Slidell	33.6	.0141	29.6	8.7	19.3	22.5	17.1	11.1	306,886	67,392	37,142	33,849	15,431	54,959	11,481
SUBURBAN TOTAL	741.0	.3110	29.3	12.0	19.2	19.0	20.1	261.1	4,240,666	1,018,232	423,939	566,407	262,787	743,602	161,207
SHREVEPORT	**357.2**	**.1499**	**30.2**	**12.1**	**17.2**	**17.7**	**24.0**	**130.8**	**2,015,095**	**394,688**	**188,662**	**270,706**	**113,223**	**387,664**	**58,783**
Bossier	88.8	.0373	28.3	13.7	18.2	20.0	17.8	30.8	429,760	80,576	46,213	58,362	8,961	87,607	8,393
• Bossier City	54.3	.0228	27.5	15.5	18.7	19.5	16.4	18.9	369,198	57,747	39,941	49,367	7,967	80,969	7,518
Caddo	268.4	.1126	30.9	11.6	16.9	17.0	26.0	100.0	1,585,335	314,112	142,449	212,344	104,262	300,057	50,390
• Shreveport	216.9	.0910	30.7	11.7	17.1	16.4	26.2	81.6	1,453,592	294,378	135,351	188,966	100,137	276,052	47,667
SUBURBAN TOTAL	86.0	.0361	30.9	10.9	16.4	20.0	23.2	30.3	192,305	42,563	12,870	32,373	5,119	30,643	3,598
OTHER COUNTIES															
Acadia	59.1	.0248	29.2	11.5	14.6	16.9	24.6	19.7	219,810	48,262	18,168	19,626	9,989	46,312	14,135
Allen	21.7	.0091	31.6	9.8	14.1	17.8	27.4	7.5	75,452	19,481	2,853	14,243	1,518	15,816	3,596
Assumption	23.0	.0096	26.8	12.5	15.8	16.5	20.6	6.9	55,888	15,788	2,387	9,201	2,622	12,003	2,225
Avoyelles	43.4	.0182	31.5	10.1	13.7	16.6	28.6	14.8	123,438	35,193	5,737	18,560	4,689	31,368	9,279
Beauregard	33.4	.0141	29.6	11.4	16.5	18.5	22.5	11.1	131,151	30,963	6,229	8,556	7,273	34,165	3,000
Bienville	17.0	.0071	34.2	9.7	13.2	16.3	32.7	6.1	50,081	13,639	1,825	4,083	1,552	7,715	1,509
Caldwell	11.6	.0048	33.2	9.6	13.7	17.4	30.1	4.4	27,038	6,701	1,413	2,856	442	4,673	984
Cameron	9.9	.0042	28.8	13.6	15.0	17.7	23.0	3.4	28,170	14,864	2,529	1,294	170	743	1,011



LOUISIANA PURCHASE

SIXTY MILES WEST OF NEW ORLEANS IS THE HOUMA/THIBODAUX MSA - A LOUISIANA MARKET THAT RANKS #1 PER HOUSEHOLD IN EATING & DRINKING SALES AND #2 PER HOUSEHOLD IN TOTAL RETAIL SALES AND FOOD SALES. COVER THIS MARKET WITH THE HOUMA DAILY COURIER AND THE DAILY COMET (THIBODAUX).

NYT
THE NEW YORK TIMES
REGIONAL NEWSPAPER GROUP

HOUMA DAILY COURIER
HOUMA 504-879-1556

DAILY COMET
THIBODAUX 504-447-4055

Source: Sales & Marketing Management, 1985 Survey of Buying Power.

LA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Catahoula	12.8	.0054	30.6	11.2	14.2	16.9	26.9	4.4	33,264	5,274	1,114	2,964	2,065	6,819	2,902
Claiborne	17.9	.0075	35.0	9.4	12.5	15.2	34.8	6.4	52,175	14,222	2,075	8,719	1,387	10,691	1,936
Concordia	23.4	.0098	29.9	11.0	14.5	17.7	24.9	8.1	84,028	25,858	6,366	10,564	3,400	17,039	2,378
De Soto	27.3	.0114	32.6	10.2	14.1	16.2	30.4	9.6	99,718	26,093	3,629	16,537	2,382	21,637	4,233
East Carroll	11.4	.0048	26.7	11.0	12.8	13.4	26.0	3.7	24,067	6,328	811	1,337	397	2,595	1,782
East Feliciana	20.6	.0087	29.9	12.5	16.7	16.7	24.7	5.6	29,852	8,922	1,973	1,200	556	4,778	1,295
Evangeline	34.6	.0145	30.0	10.9	13.6	16.8	26.5	11.9	117,023	30,140	3,946	11,869	6,109	18,956	7,149
Franklin	24.0	.0100	31.9	9.7	13.2	15.9	30.0	8.4	122,557	53,453	3,392	15,973	1,773	22,606	2,957
Grant	18.1	.0076	33.2	9.3	13.8	17.4	30.1	6.5	20,616	7,342	492	863	138	8,040	940
Iberia	67.9	.0285	27.9	12.9	15.7	17.3	21.5	21.9	382,459	85,773	45,234	26,529	24,690	85,192	16,262
Iberville	33.4	.0141	28.3	13.6	16.2	15.9	23.2	10.3	141,083	38,840	8,860	11,877	4,079	42,122	5,094
Jackson	17.8	.0074	33.9	9.5	13.5	16.9	31.6	6.7	49,197	10,364	2,721	10,348	2,358	4,729	2,801
Jefferson Davis	33.3	.0140	29.4	11.5	14.5	17.0	24.9	11.0	148,279	36,115	6,587	7,111	3,439	38,922	8,615
La Salle	18.3	.0077	32.7	10.3	15.0	17.5	29.0	6.6	53,456	14,823	3,330	2,984	1,638	18,826	1,974
Lincoln	42.4	.0178	24.8	28.6	13.1	13.9	22.1	13.6	177,559	37,122	20,248	17,802	5,622	38,319	5,130
Madison	15.6	.0065	28.5	10.2	13.0	14.0	27.5	5.7	30,596	5,548	2,800	1,700	1,210	12,503	1,751
Morehouse	36.0	.0151	30.9	10.3	13.7	15.9	28.4	12.3	128,163	25,888	6,519	20,758	2,319	38,862	4,184
Natchitoches	41.3	.0174	29.2	14.9	14.4	15.4	26.2	14.1	155,174	36,475	10,300	18,384	6,577	29,483	6,140
Plaquemines	26.6	.0112	27.3	13.1	16.8	18.8	18.2	8.2	99,889	33,683	22,972	3,888	2,942	8,826	4,735
Pointe Coupee	25.0	.0105	29.7	11.4	15.3	16.5	25.4	8.5	85,172	23,685	3,353	6,028	3,146	26,597	2,940
Red River	10.7	.0045	31.7	10.1	13.7	15.6	29.9	3.7	34,084	10,854	2,126	2,899	983	4,502	1,830
Richland	22.3	.0093	31.8	10.1	13.1	15.5	30.3	7.5	115,040	21,248	3,335	9,504	4,744	31,145	4,580
Sabine	28.1	.0118	34.0	9.3	13.3	17.2	31.4	10.3	93,093	29,104	3,272	10,286	2,126	34,930	1,738
St. Helena	10.0	.0042	28.5	11.1	14.4	15.6	25.0	3.2	8,182	2,630	225		175	2,006	584
St. James	22.6	.0095	26.8	13.7	15.9	[illegible]	20.3	6.6	58,422	20,147	3,347	2,802	7,380	8,371	2,302
St. Landry	87.7	.0368	29.0	11.5	14.4	16.7	24.7	29.5	378,695	96,789	17,926	35,684	20,392	76,050	22,529
St. Mary	64.7	.0272	27.2	13.2	16.8	17.9	18.9	20.6	388,785	95,135	60,268	31,816	16,187	69,343	13,067
Tangipahoa	90.6	.0380	28.0	14.5	15.6	16.1	23.0	30.2	489,606	105,750	37,748	64,401	16,888	114,718	15,034
Tensas	8.3	.0035	31.3	9.4	12.9	13.4	31.8	2.9	23,361	6,769	608	1,717	1,205	5,169	397
Union	22.7	.0095	34.0	9.6	13.8	17.3	31.4	7.9	50,795	10,473	1,329	5,306	967	18,689	3,370
Vermilion	52.1	.0219	30.1	11.7	14.6	17.0	25.8	18.1	216,217	64,534	9,798	16,859	5,491	47,928	11,621
Vernon	60.9	.0255	24.1	24.4	17.9	14.7	14.3	17.9	157,705	36,188	20,034	16,051	3,926	30,446	3,377
Washington	46.9	.0197	32.3	10.7	14.2	16.7	29.5	16.2	145,460	38,008	8,167	13,015	6,224	25,107	7,689
Webster	45.3	.0190	34.0	10.3	14.1	17.7	30.9	16.6	226,340	68,486	10,318	26,535	8,963	46,668	6,327
West Carroll	13.1	.0055	33.5	9.0	13.6	17.5	30.4	4.6	42,250	12,822	1,263	6,026	871	10,427	1,147
West Feliciana	13.7	.0058	30.0	17.1	28.3	19.0	16.8	2.6	21,577	4,926	1,755	2,702	361	5,214	567
Winn	17.5	.0073	33.0	9.4	14.4	16.6	30.5	6.3	67,114	12,126	3,140	11,187	1,500	16,911	2,866
TOTAL METRO COUNTIES	**3,116.7**	**1.3080**	**29.0**	**13.3**	**18.3**	**17.6**	**21.5**	**1,105.8**	**17,638,176**	**3,833,613**	**1,975,432**	**2,241,251**	**1,008,982**	**3,884,398**	**645,459**
TOTAL STATE	**4,500.7**	**1.8888**	**29.2**	**13.1**	**17.3**	**17.3**	**22.6**	**1,567.9**	**22,920,257**	**5,180,441**	**2,357,984**	**2,773,925**	**1,211,807**	**4,214,247**	**865,421**

ARK-
LA-
TEX

NEWSPAPER PRODUCTION CO.
AGENT FOR
The Times Shreveport Journal

SHREVEPORT
LEADING CITY IN THE ARK-LA-TEX

In the **SHREVEPORT MARKET** ... you get quality coverage from The Times and Shreveport Journal. You're getting coverage and readership of this quality newspaper audience which makes up the Ark-La-Tex area. The Times-Journal reaches **37%** of the households in this 23-county area in North Louisiana, East Texas and South Arkansas. **67%** coverage in the **METRO** area.
As the big second market in Louisiana, **SHREVEPORT** is the dominating city for **1,018,000** people in **361,900** households with effective buying income of **$9.4** billion and producing retail sales of **$4.8** billion. Be sure that the **TIMES-JOURNAL** are included in your next advertising schedule — the dominant medium in the market.

CIRCULATION:

M & E 105,296 **MORNING 79,274**
SUNDAY 109,856 **EVENING 26,022**

ABC PUB. STATEMENT DEC. 30, 1984
Represented by Gannett Media Sales

S&MM Survey of Buying Power, July 1985

LA.
S&MM ESTIMATES

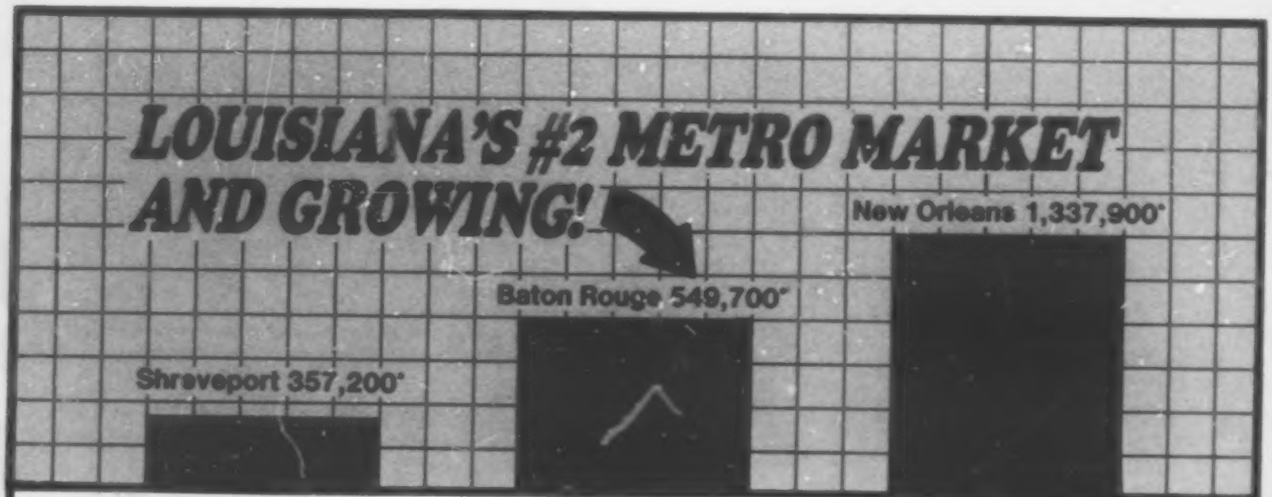
SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALEXANDRIA	**1,256,135**	**20,369**	**25.2**	**28.1**	**14.2**	**8.5**	**.0524**
Rapides	1,256,135	20,369	25.2	28.1	14.2	8.5	.0524
● Alexandria	482,697	18,357	26.2	25.0	12.4	8.8	.0263
SUBURBAN TOTAL	773,438	21,708	24.4	30.2	15.5	8.4	.0261
BATON ROUGE	**5,686,046**	**26,861**	**19.3**	**26.8**	**21.7**	**13.9**	**.2360**
Ascension	531,234	27,542	18.9	25.9	25.3	10.6	.0206
East Baton Rouge	4,310,661	26,670	19.6	26.3	21.0	14.8	.1771
● Baton Rouge	2,636,511	22,633	22.6	25.5	16.2	13.6	.1233
Livingston	652,451	27,451	18.2	29.7	23.3	11.2	.0224
West Baton Rouge	191,700	26,946	18.2	26.3	21.9	14.1	.0067
SUBURBAN TOTAL	3,049,535	30,745	16.2	27.9	27.0	14.2	.1035
HOUMA - THIBODAUX	**1,836,604**	**26,891**	**18.6**	**31.8**	**21.1**	**11.4**	**.0762**
Lafourche	819,139	25,724	19.3	32.6	19.7	10.3	.0322
● Thibodaux	151,654	21,045	25.0	28.4	15.1	9.1	.0082
Terrebonne	1,017,465	27,890	18.0	31.1	22.2	12.4	.0440
● Houma	362,967	25,952	19.0	29.0	19.3	13.0	.0210
SUBURBAN TOTAL	1,321,983	27,761	17.6	33.0	22.3	11.3	.0470
LAFAYETTE	**2,282,724**	**26,389**	**19.9**	**29.1**	**19.2**	**14.4**	**.0980**
Lafayette	1,928,639	27,471	19.7	28.6	19.7	16.1	.0846
● Lafayette	955,712	25,186	21.2	27.2	17.2	16.0	.0543
St. Martin	354,065	22,619	20.7	31.3	16.7	7.4	.0134
SUBURBAN TOTAL	1,327,012	27,120	18.9	30.5	20.5	13.4	.0437
LAKE CHARLES	**1,763,491**	**26,649**	**19.7**	**30.6**	**21.2**	**11.0**	**.0719**
Calcasieu	1,763,491	26,649	19.7	30.6	21.2	11.0	.0719
● Lake Charles	748,993	24,042	21.7	29.4	18.8	10.2	.0364
SUBURBAN TOTAL	1,014,498	28,659	18.0	31.4	23.2	11.7	.0355
MONROE	**1,255,847**	**20,222**	**23.4**	**26.9**	**15.5**	**8.1**	**.0540**
Ouachita	1,255,847	20,222	23.4	26.9	15.5	8.1	.0540
● Monroe	453,186	15,351	25.2	21.2	11.1	8.3	.0255
SUBURBAN TOTAL	802,661	23,314	22.3	30.3	18.4	8.0	.0285
NEW ORLEANS	**13,658,184**	**24,041**	**21.3**	**28.0**	**17.9**	**12.0**	**.5526**
Jefferson	5,430,047	28,408	19.1	32.8	22.2	13.0	.2261
Kenner	778,732	29,549	17.9	34.3	24.4	13.0	.0286

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Orleans	5,241,220	18,045	24.6	23.8	12.1	9.9	.2188
● New Orleans	5,241,220	18,045	24.6	23.8	12.1	9.9	.2188
St. Bernard	650,990	26,825	21.4	35.2	22.0	8.3	.0253
St. Charles	418,627	29,727	15.2	29.0	25.8	13.5	.0137
St. John the Baptist	393,736	31,335	15.6	24.7	25.6	18.1	.0142
St. Tammany	1,523,564	29,415	17.7	27.1	22.1	17.3	.0545
● Slidell	396,949	35,336	12.2	26.3	28.9	21.9	.0176
SUBURBAN TOTAL	8,020,015	28,293	18.9	31.8	22.2	13.3	.3162
SHREVEPORT	**3,723,844**	**23,864**	**21.9**	**29.5**	**17.3**	**11.6**	**.1489**
Bossier	804,651	23,119	24.4	33.6	17.4	6.9	.0330
● Bossier City	494,047	22,996	26.1	34.9	17.4	5.9	.0227
Caddo	2,919,193	24,145	21.2	28.1	17.3	13.1	.1159
● Shreveport	2,360,540	23,638	21.7	27.7	16.7	13.1	.0977
SUBURBAN TOTAL	869,257	25,077	20.1	30.8	19.0	11.1	.0285
OTHER COUNTIES							
Acadia	510,819	21,088	22.7	27.0	15.5	9.6	.0199
Allen	142,847	16,026	22.4	28.8	10.0	3.0	.0064
Assumption	178,242	22,760	21.4	27.4	18.0	10.0	.0066
Avoyelles	276,637	14,392	27.3	23.3	8.0	4.2	.0119
Beauregard	259,883	19,632	23.4	28.5	13.6	7.1	.0108
Bienville	128,502	16,386	23.3	24.6	12.0	6.1	.0051
Caldwell	91,943	15,648	24.8	23.1	11.1	5.8	.0033
Cameron	101,906	26,396	21.7	25.8	21.1	14.1	.0036
Catahoula	84,521	14,009	26.1	21.5	8.5	5.5	.0034
Claiborne	153,514	18,808	23.2	24.3	14.2	9.4	.0057
Concordia	177,003	17,119	22.8	24.3	14.0	5.9	.0073
De Soto	202,066	16,577	24.2	24.7	11.4	5.9	.0086
East Carroll	55,742	9,802	25.0	14.3	5.9	4.1	.0026
East Feliciana	147,087	22,189	21.5	29.8	15.7	9.3	.0052
Evangeline	234,953	14,925	23.5	24.7	9.6	5.0	.0102
Franklin	141,551	12,563	27.5	20.6	6.6	3.4	.0076
Grant	138,740	17,472	23.9	25.2	13.3	6.1	.0047
Iberia	672,896	27,142	18.4	29.9	21.4	12.9	.0276
Iberville	285,427	22,686	20.5	23.0	19.0	12.6	.0117



Baton Rouge. The *Surprising* Sunbelt Market!

And, we've got the highest EBI per household ($30,117*) of Louisiana's big three markets!

Find out more about Baton Rouge by requesting a copy of our new full-color market brochure, "The Surprising Sunbelt Market" or talk to the Branham Newspaper Sales representative in your city.

He'll also tell you about the quality coverage you'll get with the State-Times and Morning Advocate newspapers.

You just might be surprised!

STATE TIMES

MORNING ADVOCATE

Box 588, Baton Rouge, LA 70821
(504) 388-0272

* Sales and Marketing Management's Survey of Buying Power, 1985

LA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Jackson	138,582	16,933	24.1	25.1	14.0	4.0	.0052
Jefferson Davis	254,587	20,259	21.6	30.3	14.0	6.2	.0112
La Salle	143,739	20,315	22.6	23.7	16.8	8.2	.0069
Lincoln	342,999	20,201	23.3	24.6	15.5	10.4	.0147
Madison	82,383	10,042	28.6	13.2	2.8	3.3	.0036
Morehouse	220,936	12,923	23.9	21.8	9.1	4.1	.0103
Natchitoches	278,936	15,290	25.4	23.0	8.5	5.5	.0125
Plaquemines	330,410	26,106	19.8	29.7	20.0	11.8	.0091
Pointe Coupee	213,986	20,314	19.8	23.2	17.4	9.9	.0082
Red River	79,281	17,116	23.3	23.5	12.5	7.4	.0033
Richland	133,610	11,583	23.5	21.7	6.3	3.2	.0068
Sabine	225,650	18,056	25.2	26.9	11.6	6.5	.0089
St. Helena	78,318	18,550	25.1	23.2	11.8	11.5	.0026
St. James	212,388	30,461	17.8	19.8	23.1	20.4	.0073

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
St. Landry	629,028	17,192	23.0	26.1	12.3	5.8	.0287
St. Mary	616,816	26,967	19.1	30.3	20.2	13.0	.0264
Tangipahoa	758,331	19,360	24.5	24.4	15.4	8.9	.0336
Tensas	41,781	9,388	20.7	14.7	3.9	4.1	.0021
Union	175,584	17,858	24.4	28.0	12.0	3.5	.0064
Vermilion	477,388	21,915	22.8	26.1	16.4	11.3	.0186
Vernon	430,643	16,910	30.7	27.0	9.7	4.1	.0172
Washington	342,338	16,910	24.9	24.9	12.1	6.0	.0140
Webster	416,686	20,957	21.7	26.6	16.0	9.3	.0171
West Carroll	72,203	10,839	24.0	18.0	6.9	3.8	.0035
West Feliciana	92,910	22,261	18.0	21.5	15.8	16.7	.0036
Winn	117,218	14,713	25.4	23.7	9.1	4.5	.0051
TOTAL METRO COUNTIES	31,462,675	24,588	21.0	28.3	18.7	13.8	1.2868
TOTAL STATE	40,383,794	22,748	21.7	27.5	17.3	10.8	1.7286

MAINE

MAINE
S&MM ESTIMATES

POPULATION—12/31/84 | RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BANGOR	138.5	.0581	30.0	15.4	17.0	17.6	24.0	47.5	830,223	172,897	61,363	101,181	22,716	188,876	26,177
Penobscot	138.5	.0581	30.0	15.4	17.0	17.6	24.0	47.5	830,223	172,897	61,363	101,181	22,716	188,876	26,177
• Bangor	30.7	.0129	31.3	16.1	18.6	15.6	27.5	11.6	431,741	65,451	38,155	78,961	12,806	111,161	10,798
SUBURBAN TOTAL	107.8	.0452	29.6	15.2	16.5	18.2	23.0	35.9	398,482	107,446	23,208	22,220	9,910	77,715	15,379
LEWISTON - AUBURN	100.5	.0422	31.8	11.8	16.0	17.3	27.6	36.6	540,115	137,226	37,832	64,260	12,301	122,437	14,933
Androscoggin	100.5	.0422	31.8	11.8	16.0	17.3	27.6	36.6	540,115	137,226	37,832	64,260	12,301	122,437	14,933
• Auburn	23.0	.0097	33.4	10.8	15.4	17.7	29.9	8.7	219,108	42,209	10,410	22,862	3,033	87,682	5,357
• Lewiston	39.4	.0165	33.7	13.8	14.0	16.2	32.0	15.0	229,338	65,044	21,184	39,581	8,200	20,586	6,169
SUBURBAN TOTAL	38.1	.0160	29.6	10.3	18.6	18.1	21.8	12.9	91,675	29,971	6,238	1,817	1,068	14,169	3,407
PORTLAND	223.9	.0940	32.5	11.9	17.8	17.8	27.7	84.4	1,913,077	383,308	162,891	198,090	49,608	333,444	33,523
Cumberland	223.9	.0940	32.5	11.9	17.8	17.8	27.7	84.4	1,913,077	383,308	162,891	198,090	49,608	333,444	33,523
• Portland	61.8	.0259	33.1	13.5	18.6	14.7	31.9	26.4	564,362	133,015	68,583	28,279	19,721	117,216	20,384
SUBURBAN TOTAL	162.1	.0681	32.2	11.3	17.5	19.0	26.0	58.0	1,388,715	252,289	94,308	169,811	29,977	216,228	13,139
OTHER COUNTIES															
Aroostook	87.9	.0369	29.8	12.6	16.5	17.3	23.9	29.4	383,261	95,172	23,504	45,930	9,378	77,970	13,297
Franklin	29.0	.0121	31.3	12.6	15.8	18.3	23.9	10.5	109,826	21,438	10,942	6,616	3,454	20,606	3,988
Hancock	44.4	.0187	34.1	10.5	16.8	17.6	30.8	16.9	244,930	65,375	24,451	21,930	6,188	43,832	8,037
Kennebec	114.3	.0479	32.1	11.4	16.6	18.1	27.1	41.5	676,202	137,673	52,986	80,817	21,804	162,738	18,178
Knox	34.2	.0144	35.0	8.9	16.7	17.3	32.7	13.2	179,080	34,890	15,008	13,026	6,040	36,056	7,673
Lincoln	28.0	.0118	34.9	8.2	16.4	18.1	31.6	10.4	139,588	27,618	12,313	2,582	3,648	23,820	4,086
Oxford	50.2	.0210	35.6	9.3	15.4	17.9	30.3	18.5	212,011	52,464	12,936	14,810	4,745	50,392	9,238
Piscataquis	18.0	.0076	35.6	9.6	15.2	17.8	30.1	6.5	80,183	21,601	3,390	5,261	1,466	15,480	2,912
Sagadahoc	31.9	.0134	30.8	11.7	18.4	18.3	24.0	11.2	122,600	30,319	9,991	3,060	1,832	34,565	4,326
Somerset	46.3	.0194	33.3	9.2	16.0	18.3	27.5	16.1	196,009	38,506	13,706	10,736	8,260	34,379	8,976
Waldo	30.0	.0126	31.6	9.9	17.5	17.9	26.2	10.7	78,094	21,714	8,543	5,016	2,337	12,589	2,800
Washington	35.6	.0149	33.4	10.3	13.1	17.1	30.4	12.9	114,738	47,119	9,960	6,905	3,873	14,093	3,029
York	153.1	.0643	32.3	10.4	17.6	17.6	27.6	56.0	696,206	159,945	81,873	33,900	20,503	130,693	23,322
TOTAL METRO COUNTIES	462.9	.1943	31.6	12.9	17.2	17.6	26.6	168.5	3,275,415	695,435	262,086	363,531	84,715	644,757	94,630
TOTAL STATE	1,165.8	.4893	32.1	11.5	16.9	17.7	27.3	422.3	6,508,830	1,472,300	541,444	612,795	178,475	1,204,867	208,689

THE MAINE BUY IS BANGOR
Northern New England's Largest Daily Newspaper

- **$3.2** billion effective buying income
- **18.8%** annual retail sales growth (twice the national average)
- Phenomenal **71%** weekday and **79%** weekend coverage of home county

Bangor Daily News
"The Maine Choice."

Sources: ABC Audit, Sept. 1984; Sales and Marketing Management, July 1983 and 1984.
Sawyer-Ferguson-Walker

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

Move More Product in Maine.

The Portland ADI leads all New England ADI's in Population, Households, EBI and Retail Sales growth. And leads with a higher spending ratio of Retail Sales to EBI. It's a buying market. Sell through the Portland (ME) Press Herald, Evening Express and Maine Sunday Telegram. Over 89,000 daily circulation; 129,000 Sunday.

Portland, ME

Call Gary Gagne (Portland, ME) 207-775-5811 Frank Chico (Landon-Boston) 617-266-2141 Jim McNeil (Landon-Portland) 207-871-0463

MAINE
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BANGOR	**1,246,407**	**22,948**	**25.5**	**32.2**	**17.3**	**7.3**	**.0547**
Penobscot	1,246,407	22,948	25.5	32.2	17.3	7.3	.0547
• Bangor	300,296	20,701	28.1	29.5	13.8	8.4	.0184
SUBURBAN TOTAL	946,111	23,712	24.7	33.1	18.4	6.9	.0363
LEWISTON - AUBURN	**907,333**	**21,738**	**27.2**	**33.3**	**14.8**	**6.5**	**.0386**
Androscoggin	907,333	21,738	27.2	33.3	14.8	6.5	.0386
• Auburn	217,340	21,445	26.6	31.2	14.8	7.7	.0112
• Lewiston	357,994	20,003	29.4	30.7	13.2	6.1	.0156
SUBURBAN TOTAL	331,999	23,750	25.0	37.8	16.7	6.0	.0118
PORTLAND	**2,433,585**	**25,131**	**23.2**	**32.0**	**18.8**	**10.8**	**.1103**
Cumberland	2,433,585	25,131	23.2	32.0	18.8	10.8	.1103
• Portland	651,754	20,326	27.7	28.7	14.4	7.6	.0309
SUBURBAN TOTAL	1,781,831	27,196	21.2	33.5	20.9	12.2	.0794
OTHER COUNTIES							
Aroostook	703,327	20,450	29.2	33.2	12.4	5.7	.0299
Franklin	275,418	22,761	26.4	31.6	17.1	8.2	.0104
Hancock	400,807	20,503	29.0	32.5	12.8	6.1	.0171
Kennebec	1,101,054	23,586	24.9	33.8	17.4	7.7	.0467
Knox	282,691	17,825	33.6	29.3	9.7	4.3	.0125
Lincoln	269,313	22,762	24.9	32.6	16.0	8.3	.0107
Oxford	452,155	21,299	28.2	33.3	14.2	6.3	.0180
Piscataquis	144,079	19,901	32.0	34.0	13.1	2.7	.0063
Sagadahoc	281,228	22,416	26.8	35.1	16.2	5.4	.0108
Somerset	338,636	18,191	31.4	32.1	9.6	3.2	.0151
Waldo	233,719	19,306	31.0	33.0	10.8	4.0	.0088
Washington	259,423	16,630	31.8	27.6	9.8	3.5	.0107
York	1,516,814	24,503	23.5	35.5	18.9	7.2	.0584
TOTAL METRO COUNTIES	**4,587,325**	**23,722**	**24.7**	**32.4**	**17.5**	**8.9**	**.2036**
TOTAL STATE	**10,845,989**	**22,359**	**26.4**	**32.8**	**15.9**	**7.2**	**.4590**

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

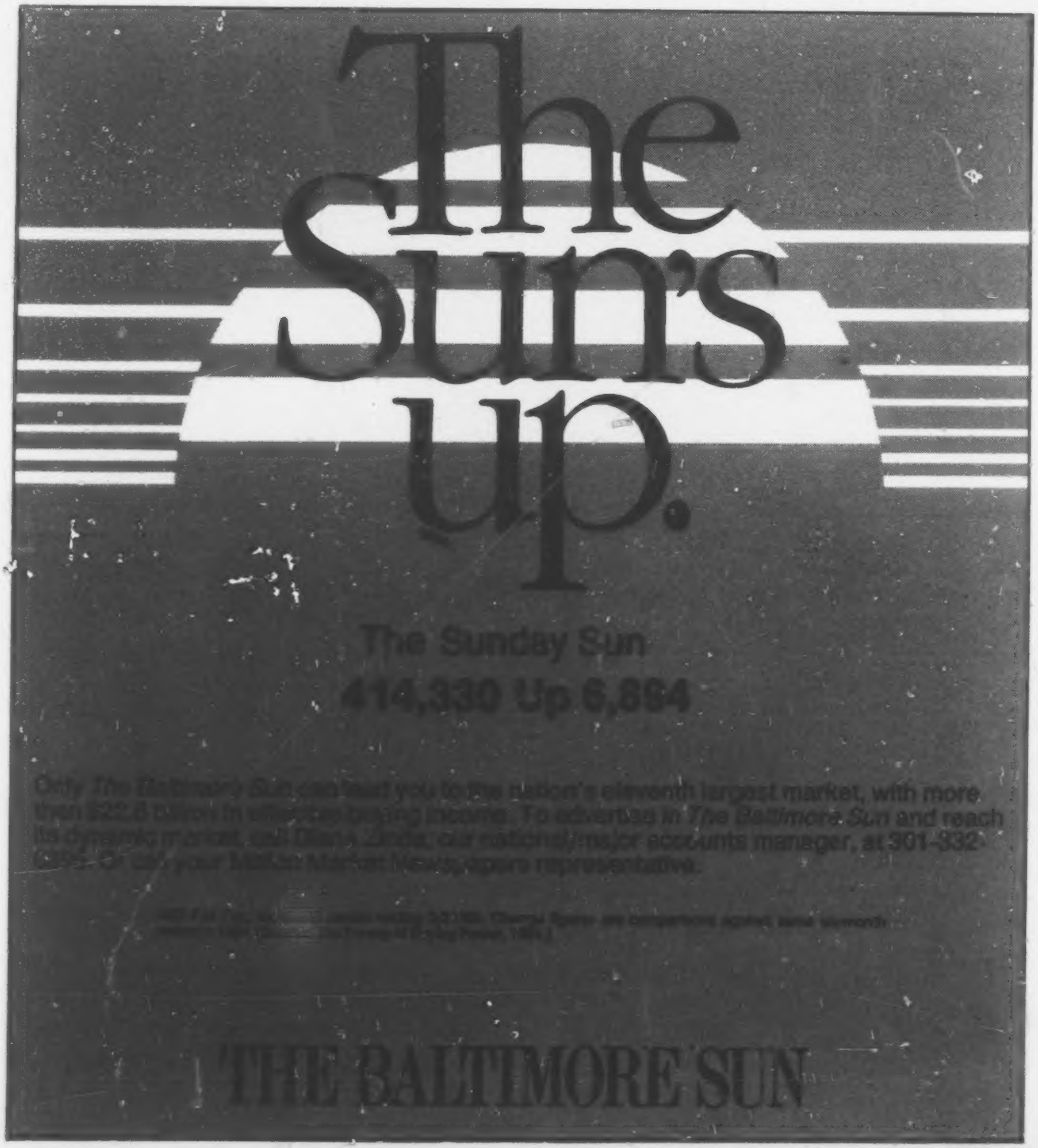
Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

MARYLAND

MD. S&MM ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984							
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BALTIMORE	**2,265.4**	**.9508**	**32.1**	**12.1**	**18.1**	**19.4**	**25.3**	**815.4**	**12,872,140**	**2,515,898**	**1,253,969**	**1,539,227**	**594,318**	**2,830,444**	**438,348**
Anne Arundel	406.2	.1705	30.5	13.1	19.2	21.4	20.0	135.9	2,330,164	413,292	208,769	291,816	101,630	644,957	52,617
• Annapolis	33.1	.0139	31.7	13.2	20.1	17.5	25.9	13.3	453,477	42,036	43,967	34,080	19,300	173,109	12,703
Baltimore	667.6	.2802	33.6	12.1	18.0	19.4	28.1	253.5	5,093,227	978,226	391,792	840,785	255,318	1,123,632	152,201
Baltimore city	753.4	.3162	32.2	12.7	17.0	16.3	28.9	278.0	3,409,960	683,458	484,310	221,139	160,738	540,070	174,737
• Baltimore	753.4	.3162	32.2	12.7	17.0	16.3	28.9	278.0	3,409,960	683,458	484,310	221,139	160,738	540,070	174,737
Carroll	110.0	.0461	31.9	10.3	18.1	21.9	22.4	36.0	466,637	113,162	34,493	25,151	12,338	149,761	17,171
Harford	157.7	.0662	30.3	11.1	18.4	22.3	19.1	52.1	802,281	166,884	65,887	77,353	22,749	222,532	26,577
Howard	141.5	.0594	30.9	9.1	21.2	25.2	16.2	49.9	670,550	129,845	57,764	81,322	38,490	131,365	12,738
Queen Anne's	29.0	.0122	33.9	10.0	16.6	19.1	29.0	10.0	99,321	31,031	10,954	1,661	3,055	18,127	2,307
SUBURBAN TOTAL	1,478.9	.6207	32.0	11.8	18.5	21.1	23.4	524.1	9,008,703	1,790,404	725,692	1,284,008	414,280	2,117,265	250,908
CUMBERLAND	**105.9**	**.0444**	**35.2**	**11.0**	**14.2**	**18.1**	**32.2**	**39.4**	**517,391**	**108,474**	**42,942**	**95,308**	**23,331**	**87,768**	**22,805**
Allegany	78.0	.0327	36.4	11.4	13.6	17.9	33.9	29.3	461,671	95,076	37,726	89,634	20,986	75,786	20,289
• Cumberland	24.3	.0102	40.7	9.2	13.3	15.8	40.4	10.2	204,893	46,839	10,713	27,472	10,297	39,152	8,350
Mineral, W. Va.	*27.9*	*.0117*	*32.4*	*10.2*	*16.0*	*18.5*	*27.4*	*10.1*	*55,720*	*13,398*	*5,216*	*5,674*	*2,345*	*11,982*	*2,516*
SUBURBAN TOTAL	81.6	.0342	34.0	11.6	14.5	18.7	29.8	29.2	312,498	61,635	32,229	67,836	13,034	48,616	14,455
HAGERSTOWN	**116.6**	**.0490**	**33.1**	**12.1**	**16.9**	**18.8**	**28.0**	**41.7**	**669,440**	**115,082**	**38,229**	**83,895**	**29,616**	**128,402**	**24,219**
Washington	116.6	.0490	33.1	12.1	16.9	18.8	28.0	41.7	669,440	115,082	38,229	83,895	29,616	128,402	24,219
• Hagerstown	33.5	.0141	34.5	12.2	16.2	15.8	33.5	13.9	344,084	55,971	21,574	34,170	13,614	80,917	14,500
SUBURBAN TOTAL	83.1	.0349	32.6	12.0	17.2	20.0	25.8	27.8	325,356	59,111	16,655	49,725	16,002	47,485	9,719



The Sunday Sun
414,330 Up 6,894

Only *The Baltimore Sun* can lead you to the nation's eleventh largest market, with more than $22.8 billion in effective buying income. To advertise in *The Baltimore Sun* and reach its dynamic market, call [illegible], our national/major accounts manager, at 301-332-[illegible]. Or call your Million Market Newspapers representative.

THE BALTIMORE SUN

MD. (cont.)
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
☐ Calvert	41.0	.0172	30.3	9.2	18.6	20.1	21.2	13.2	101,011	32,310	13,072	6,321	1,851	14,224	3,873
Caroline	24.5	.0103	33.7	10.0	15.5	18.1	29.9	8.8	57,738	21,835	2,873	1,987	1,936	11,760	3,001
☐ Cecil	65.0	.0273	31.1	10.3	16.9	19.7	23.8	21.9	303,775	54,512	24,423	14,635	6,346	70,629	6,891
☐ Charles	84.3	.0354	28.4	10.5	18.2	22.4	15.6	25.6	297,984	81,328	23,848	11,328	9,615	59,833	36,727
Dorchester	30.7	.0129	36.1	10.0	14.8	17.8	33.6	11.3	167,904	33,428	7,933	5,731	4,321	24,862	6,693
☐ Frederick	129.1	.0542	30.8	11.2	19.1	20.2	21.7	43.0	697,809	152,172	58,866	93,399	26,728	155,725	15,147
• Frederick	32.5	.0136	31.7	13.8	20.2	15.2	28.1	12.6	486,002	122,268	37,656	77,247	18,661	104,136	10,924
Garrett	28.5	.0119	31.5	10.7	15.8	18.1	26.4	9.7	131,795	24,606	7,290	12,118	4,251	44,914	6,002
Kent	16.9	.0071	35.0	13.2	14.3	17.4	32.6	6.4	86,946	28,095	9,976	6,612	1,503	16,595	2,478
☐ Montgomery	615.0	.2581	33.4	10.1	18.4	22.4	24.5	228.8	5,107,390	925,918	378,590	687,123	358,232	1,274,928	155,147
Rockville	45.2	.0190	31.3	11.0	18.8	23.0	20.0	15.5	638,813	116,599	54,511	40,974	68,578	180,216	12,961
☐ Prince George's	671.9	.2820	29.2	14.2	20.6	21.0	17.0	235.2	4,784,137	977,299	386,668	639,376	241,231	1,153,178	151,887
St. Mary's	66.0	.0277	27.6	14.3	18.7	18.4	17.7	21.5	220,005	58,341	23,236	10,189	11,095	46,578	8,120
Somerset	19.2	.0080	34.5	12.4	13.9	16.3	33.0	6.7	54,538	24,250	3,760	2,135	1,467	6,277	3,218
Talbot	26.7	.0112	38.1	9.4	15.0	17.6	36.3	10.8	221,867	45,477	21,539	4,338	10,456	52,630	8,539
Wicomico	68.6	.0287	32.8	12.6	16.6	18.6	27.7	25.0	329,376	82,341	41,206	85,442	28,441	133,739	12,082
Worcester	34.2	.0144	34.7	10.8	15.9	17.9	31.7	13.3	327,537	68,465	76,188	14,392	13,711	60,064	11,684
TOTAL METRO COUNTIES	**4,066.2**	**1.7067**	**31.7**	**12.0**	**18.5**	**20.2**	**23.6**	**1,454.1**	**25,295,357**	**4,949,595**	**2,215,391**	**3,164,938**	**1,288,923**	**5,763,149**	**852,528**
TOTAL STATE	**4,381.6**	**1.8389**	**31.7**	**12.0**	**18.3**	**20.0**	**24.0**	**1,567.6**	**27,093,063**	**5,336,433**	**2,409,392**	**3,307,882**	**1,366,104**	**6,160,568**	**914,345**

MD.
ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BALTIMORE	**24,169,695**	**26,967**	**19.8**	**31.1**	**21.2**	**12.4**	**.9571**
Anne Arundel	4,583,494	31,360	16.3	33.1	26.2	15.5	.1770
• Annapolis	383,374	24,994	21.2	31.9	18.0	12.7	.0207
Baltimore	8,257,861	29,985	17.9	33.6	24.1	14.6	.3342
Baltimore city	6,314,187	18,906	25.2	27.7	13.3	6.5	.2647
• Baltimore	6,314,187	18,906	25.2	27.7	13.3	6.5	.2647
Carroll	1,102,817	28,868	18.5	35.3	25.5	9.9	.0414
Harford	1,702,759	30,748	17.5	31.9	26.7	14.0	.0650
Howard	1,960,793	38,414	11.9	25.4	29.8	27.1	.0653
Queen Anne's	247,784	22,375	25.9	33.8	15.3	6.6	.0095
SUBURBAN TOTAL	17,472,134	30,986	17.0	32.8	25.5	15.5	.6717
CUMBERLAND	**912,747**	**20,508**	**26.4**	**32.4**	**13.8**	**5.0**	**.0385**
Allegany	697,382	20,911	26.2	31.9	14.7	5.5	.0307
• Cumberland	224,666	18,362	27.2	28.2	12.6	5.1	.0111
Mineral, W. Va.	*215,365*	*19,556*	*27.2*	*33.9*	*11.2*	*3.6*	*.0078*
SUBURBAN TOTAL	688,081	21,220	26.2	33.9	14.2	5.0	.0274
HAGERSTOWN	**1,043,303**	**22,547**	**24.4**	**34.1**	**16.5**	**6.0**	**.0454**
Washington	1,043,303	22,547	24.4	34.1	16.5	6.0	.0454
• Hagerstown	280,813	17,460	30.0	29.2	10.1	3.2	.0162
SUBURBAN TOTAL	762,490	25,263	21.6	36.5	19.7	7.4	.0292

ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
☐ Calvert	390,769	28,738	18.4	33.1	23.7	11.8	.0133
Caroline	173,372	17,669	29.9	31.4	9.1	2.6	.0068
☐ Cecil	631,725	26,603	21.0	34.9	21.3	9.3	.0247
☐ Charles	827,830	32,019	14.9	31.5	29.3	13.6	.0300
Dorchester	247,197	18,816	29.6	31.1	11.1	4.5	.0113
☐ Frederick	1,303,443	28,445	19.6	33.6	23.7	11.4	.0523
• Frederick	338,212	24,328	23.3	33.7	19.2	7.7	.0205
Garrett	242,900	21,972	26.0	33.1	15.4	6.5	.0101
Kent	148,726	19,484	29.2	29.2	13.1	6.2	.0064
☐ Montgomery	10,295,320	41,385	11.0	23.2	22.8	37.2	.3696
Rockville	655,591	40,357	10.7	22.8	25.6	33.5	.0313
☐ Prince George's	8,424,936	33,332	15.3	30.5	25.5	21.2	.3306
St. Mary's	663,476	28,379	20.2	31.2	23.6	12.8	.0236
Somerset	142,130	17,955	30.8	29.2	10.1	4.9	.0055
Talbot	327,525	25,414	22.5	30.4	17.4	14.8	.0138
Wicomico	606,591	21,411	26.3	32.8	14.9	6.0	.0298
Worcester	289,651	18,565	31.0	30.1	10.8	5.1	.0161
TOTAL METRO COUNTIES	**47,784,403**	**29,619**	**17.9**	**30.0**	**22.1**	**17.3**	**1.8537**
TOTAL STATE	**50,625,971**	**28,976**	**18.5**	**30.1**	**21.6**	**16.6**	**1.9771**

People Sale

We've got them. Over 1.5 million Washington Post readers daily. Close to 1.8 million on Sunday.

It's the biggest, richest audience in Metro Washington.

For more information, please call Nick Cannistraro, Vice President, Marketing and Advertising, 202/334-7700.

We deliver

The best-selling newspaper in Virginia, Maryland and the District of Columbia

The Washington Metro Area (MSA) is more than the District of Columbia. It is 35% of Maryland's population. 41% of total retail sales in the state, and 42% of its buying income. Source: S&MM "Survey of Buying Power" July 1985

The Washington Post

BOSTON
Gap
CAPE COD
N
W
E
S

The Globe's NOT Here
The Enterprise Is.

The Enterprise covers a very distinct portion of Massachusetts: the area just south of Boston, and just west of Cape Cod. We call it The Mass. Gap, consisting of 30 towns, and we fill it every day, more than any other newspaper!

We're the only daily newspaper serving Plymouth, Norfolk and Bristol counties, exclusively, seven days a week—and this area is the fastest-growing marketplace in Massachusetts—as well as the 4th fastest-growing area in New England.*

We also offer advertisers a full range of options including zoned advertisements, color, Sunday/daily combination discounts, our new "State Of The Art TEMCO (Total Market Coverage)" program and much more.

Aim for our target area—Southeastern Massachusetts—and advertise in The Enterprise. We can improve your circulation with 70% penetration in our primary market area!

Represented by Landon Associates, Inc.
*Source—First Market Research Corporation

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-28)

The Enterprise
60 Main Street, P.O. Box 1450, Brockton, MA 02403
(617) 586-6200—Boston area (617) 364-2062

MASSACHUSETTS

MASS. S&MM ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**3,678.4**	**1.5438**	**32.6**	**12.7**	**17.9**	**18.2**	**27.4**	**1,357.5**	**25,204,770**	**4,416,741**	**3,010,928**	**2,819,411**	**1,181,674**	**4,817,195**	**875,324**
Essex	**643.3**	**.2700**	**33.8**	**10.8**	**16.5**	**18.2**	**29.9**	**241.5**	**4,715,949**	**775,637**	**540,749**	**562,259**	**176,268**	**1,116,718**	**137,579**
• Gloucester	28.0	.0118	34.0	10.5	17.7	17.2	31.2	11.1	180,685	38,315	24,636	3,792	5,851	43,870	8,871
• Haverhill	47.5	.0199	33.2	11.4	16.3	15.8	31.3	18.2	316,482	57,504	29,588	16,144	19,553	86,886	9,791
• Lawrence	64.5	.0271	31.8	11.9	16.2	13.6	31.1	25.3	330,163	32,713	26,341	15,033	15,259	109,246	14,208
• Lynn	79.3	.0333	34.3	11.1	15.9	15.9	33.0	32.0	556,970	80,892	38,833	5,915	20,865	277,314	18,146
Peabody	45.9	.0193	34.4	10.7	15.7	20.5	28.6	16.5	431,904	53,198	30,354	135,756	14,493	42,505	8,749
• Salem	38.4	.0161	33.7	14.3	17.7	15.3	32.4	15.8	370,486	77,699	35,972	33,279	17,867	55,737	8,083
Middlesex	**1,361.7**	**.5715**	**32.5**	**12.8**	**18.4**	**18.6**	**26.8**	**494.5**	**9,149,673**	**1,623,399**	**938,995**	**1,074,748**	**492,875**	**1,824,994**	**329,599**
Arlington	45.1	.0189	35.9	10.6	19.4	17.0	34.0	18.1	209,634	34,148	14,862	793	8,361	89,532	9,221
• Cambridge	91.7	.0385	30.2	21.5	27.0	14.4	22.6	38.9	816,402	144,468	128,100	149,578	59,987	66,835	31,885
• Framingham	64.4	.0270	32.8	13.2	18.5	19.5	26.4	24.7	677,801	74,739	81,465	115,120	44,179	167,573	18,441
• Lowell	93.0	.0390	30.6	15.1	15.9	14.6	28.4	34.3	518,544	77,315	43,770	71,782	22,996	159,882	22,636
Malden	53.3	.0224	34.2	11.5	18.1	15.9	32.8	21.6	266,470	76,218	24,530	12,591	9,805	66,761	7,217
Medford	56.9	.0239	34.3	14.1	15.8	16.3	32.7	20.6	378,734	69,190	23,165	29,887	9,928	78,365	20,080
Newton	81.7	.0343	34.7	12.9	17.8	18.7	30.8	28.9	788,469	109,969	82,345	98,232	105,687	119,377	24,724
Somerville	75.2	.0316	31.9	16.2	20.4	15.2	28.5	30.1	360,991	73,503	36,527	39,705	5,297	48,861	13,434
• Waltham	57.3	.0240	31.9	18.4	18.7	16.2	28.0	21.2	451,772	82,583	63,579	30,978	44,483	51,814	25,473

Boston Area Newspaper Dailies
band

DOMINATES THE BOSTON ADI… SUBURBS/EX-URBS

- Total household coverage: 566,500 (28%)
- Total readership coverage: 1,406,600 (34.8%)
- Total Non-duplicated readership in combination with largest metro paper is 85% of 2,392,800 readers giving 59% ADI coverage.
- Lowest household CPM.

SOURCE: Scarborough '83

One Order • One Bill • 33% Discount

Check Landon for even more facts that prove BAND is the best buy in the Boston ADI.

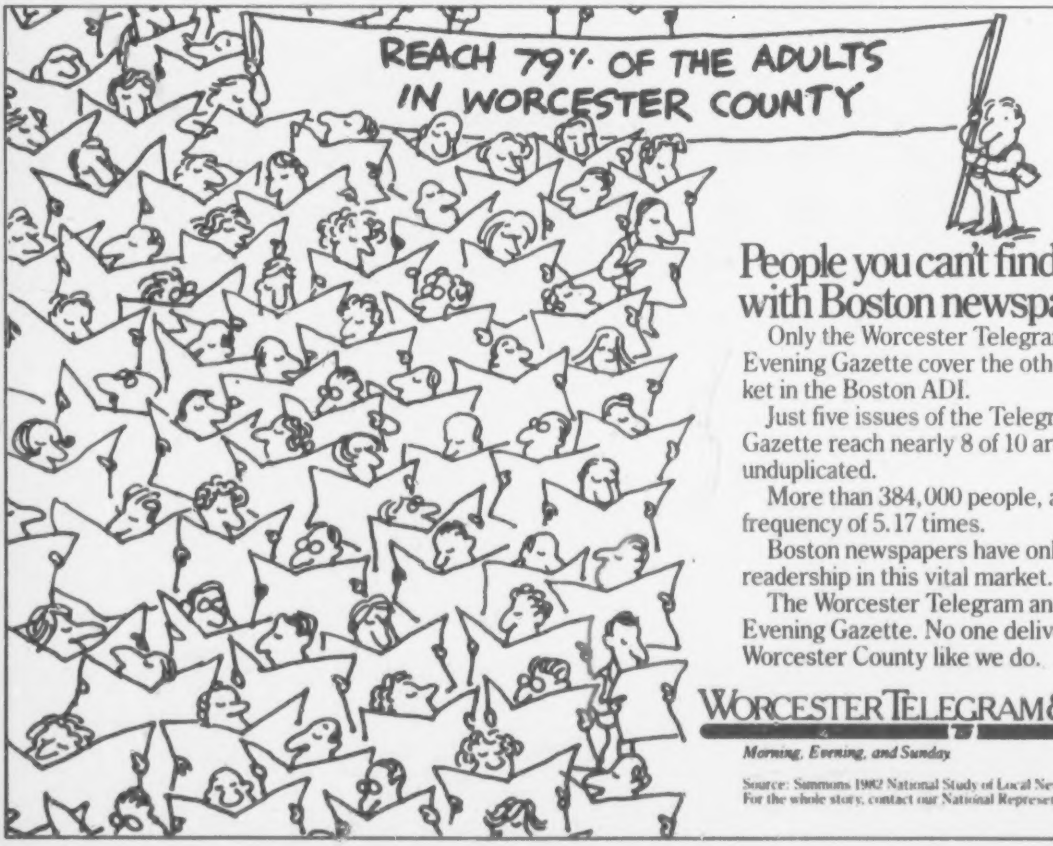
TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-28)

MASS. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Norfolk	609.4	.2558	33.9	11.6	16.7	19.1	29.1	219.6	4,636,640	821,645	426,751	464,838	222,049	944,525	164,471
Brookline	53.6	.0225	34.5	13.3	23.4	16.5	32.5	24.2	299,895	81,018	46,923	5,865	21,037	51,809	12,475
Quincy	84.0	.0353	35.8	12.5	17.1	16.1	34.8	34.9	608,156	138,289	57,931	27,836	23,530	92,020	37,284
Weymouth	54.7	.0230	32.9	12.3	17.0	18.0	28.4	20.1	339,726	86,647	25,116	17,808	13,453	56,562	13,657
Plymouth	432.3	.1814	31.2	10.0	17.4	19.5	24.0	147.3	2,483,648	459,283	252,647	231,829	91,801	569,046	77,537
• Brockton	96.9	.0407	31.1	11.5	16.9	17.4	26.0	34.9	771,530	143,987	74,946	100,822	24,695	138,513	25,618
Suffolk	631.7	.2651	31.3	17.4	19.7	15.4	27.3	254.6	4,298,860	736,777	831,786	485,737	198,681	361,912	166,138
• Boston	547.3	.2297	30.8	18.2	20.2	15.2	26.3	220.8	3,797,740	641,245	778,412	442,060	174,233	300,466	139,415
Revere	41.4	.0174	36.3	12.1	16.5	17.4	34.1	16.6	267,765	62,642	32,453	19,501	12,993	30,946	14,751
SUBURBAN TOTAL	2,470.1	1.0367	33.2	11.1	17.2	19.5	27.5	880.3	16,496,195	2,965,281	1,685,086	1,834,908	731,706	3,359,059	552,757
NEW BEDFORD - FALL RIVER - ATTLEBORO	**489.5**	**.2054**	**33.2**	**10.8**	**16.0**	**17.6**	**29.6**	**177.4**	**3,097,727**	**791,921**	**256,164**	**317,941**	**122,050**	**597,636**	**90,419**
Bristol	489.5	.2054	33.2	10.8	16.0	17.6	29.6	177.4	3,097,727	791,921	256,164	317,941	122,050	597,636	90,419
• Attleboro	34.6	.0145	32.2	11.2	16.5	18.2	27.2	12.4	343,297	42,103	23,451	42,705	7,187	52,962	6,589
• Fall River	92.8	.0389	34.8	10.8	14.5	15.0	34.6	36.0	491,960	126,399	40,137	39,946	35,348	96,601	19,709
• New Bedford	98.2	.0412	34.8	11.2	14.7	15.3	34.3	38.4	514,575	121,430	48,128	33,334	28,150	87,073	21,578
Taunton	46.5	.0195	32.8	11.5	16.5	17.2	29.3	16.8	215,084	61,525	14,281	22,893	10,843	35,370	8,077
SUBURBAN TOTAL	263.9	.1108	32.4	10.7	16.8	19.2	26.4	90.6	1,747,895	501,989	144,448	201,956	51,365	361,000	42,543
PITTSFIELD	**142.9**	**.0600**	**34.4**	**11.8**	**15.4**	**17.2**	**31.8**	**54.3**	**955,655**	**218,168**	**90,149**	**92,569**	**28,440**	**171,146**	**30,547**
Berkshire	142.9	.0600	34.4	11.8	15.4	17.2	31.8	54.3	955,655	218,168	90,149	92,569	28,440	171,146	30,547
• Pittsfield	50.4	.0212	34.5	10.2	15.6	17.0	32.2	19.8	433,317	90,703	32,617	62,956	17,515	91,574	14,490
SUBURBAN TOTAL	92.5	.0388	34.3	12.7	15.2	17.3	31.7	34.5	522,338	127,465	57,532	29,613	10,925	79,572	16,057
SPRINGFIELD	**583.1**	**.2447**	**32.0**	**14.5**	**16.5**	**16.6**	**28.4**	**211.3**	**3,483,409**	**730,534**	**352,852**	**440,701**	**141,140**	**610,446**	**120,338**
Hampden	439.4	.1844	33.2	11.8	15.8	17.1	30.1	163.3	2,902,133	581,106	277,182	405,044	124,061	524,445	99,172
Chicopee	56.2	.0236	34.8	11.6	15.6	16.4	33.2	21.7	325,298	78,014	35,989	36,907	8,754	68,445	10,886
• Holyoke	42.6	.0179	34.5	11.1	13.8	14.7	34.6	16.5	374,870	50,295	26,227	107,325	20,795	45,044	12,018
• Springfield	149.1	.0626	31.9	13.2	16.2	14.7	30.2	56.4	1,160,527	224,113	112,816	166,636	52,786	218,632	34,921
• Westfield	36.7	.0154	31.6	14.6	16.4	17.2	27.1	13.0	248,309	64,368	23,184	37,931	4,812	49,243	10,196
Hampshire	143.7	.0603	28.8	23.0	18.0	15.3	23.5	48.0	581,276	149,428	75,670	35,657	17,079	86,001	21,166
• Northampton	29.6	.0124	31.7	18.2	19.7	14.8	28.8	10.8	204,575	43,735	25,849	12,855	5,536	46,970	7,832
SUBURBAN TOTAL	325.1	.1364	31.9	15.3	16.6	17.8	27.0	114.6	1,495,128	348,023	164,774	115,954	57,211	250,557	55,371
WORCESTER - FITCHBURG - LEOMINSTER	**657.7**	**.2761**	**32.6**	**12.2**	**16.2**	**17.3**	**28.9**	**238.6**	**3,653,380**	**686,470**	**357,644**	**484,073**	**140,867**	**697,759**	**141,218**
Worcester	657.7	.2761	32.6	12.2	16.2	17.3	28.9	238.6	3,653,380	686,470	357,644	484,073	140,867	697,759	141,218
• Fitchburg	39.9	.0167	32.2	15.9	14.5	14.6	31.4	15.0	241,063	38,221	19,704	57,039	7,652	50,943	10,565
• Leominster	34.8	.0146	32.4	11.9	16.5	17.8	28.0	13.2	223,312	32,572	21,462	44,380	12,858	29,562	7,612
• Worcester	160.3	.0673	33.3	15.6	14.8	14.3	33.2	60.5	1,099,554	182,329	109,399	115,268	50,700	283,217	39,747
SUBURBAN TOTAL	422.7	.1775	32.5	10.5	17.0	18.6	27.1	149.9	2,089,151	433,348	207,079	267,386	69,657	334,037	83,294



People you can't find with Boston newspapers.

Only the Worcester Telegram and The Evening Gazette cover the other major market in the Boston ADI.

Just five issues of the Telegram and Gazette reach nearly 8 of 10 area adults, unduplicated.

More than 384,000 people, at an average frequency of 5.17 times.

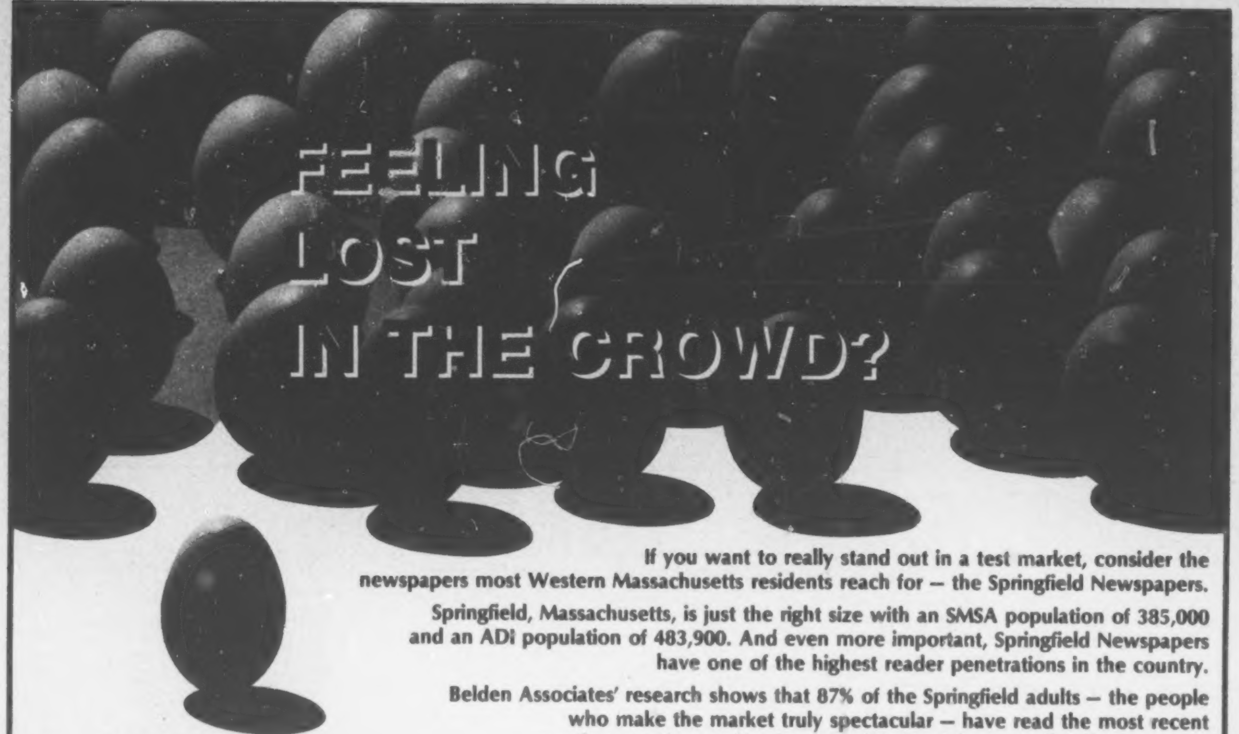
Boston newspapers have only marginal readership in this vital market.

The Worcester Telegram and The Evening Gazette. No one delivers Worcester County like we do.

WORCESTER TELEGRAM & GAZETTE

Morning, Evening, and Sunday

Source: Simmons 1982 National Study of Local Newspaper Ratings
For the whole story, contact our National Representatives, CWO&O.



If you want to really stand out in a test market, consider the newspapers most Western Massachusetts residents reach for – the Springfield Newspapers.

Springfield, Massachusetts, is just the right size with an SMSA population of 385,000 and an ADI population of 483,900. And even more important, Springfield Newspapers have one of the highest reader penetrations in the country.

Belden Associates' research shows that 87% of the Springfield adults – the people who make the market truly spectacular – have read the most recent morning, evening, and/or Sunday editions of the Springfield Newspapers.

Come on, get cracking. Call Dwight Brouillard at (413) 788-1108 for more information on the market and the Springfield Newspapers.

Springfield Newspapers
Largest in Massachusetts Outside Boston
Represented Nationally by Newhouse Newspapers

Source: Belden Continuing Market Study, 1984.

MASS. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Barnstable	172.8	.0725	39.0	8.5	15.3	15.9	38.7	70.4	1,534,176	289,046	215,412	130,350	60,092	246,993	49,576
Dukes	10.3	.0043	35.6	7.9	20.5	16.3	34.6	4.6	113,920	31,390	17,313	796	2,015	14,715	2,982
Franklin	67.4	.0283	33.0	10.9	19.0	16.7	29.4	26.3	335,090	79,289	38,482	20,833	8,601	77,331	9,580
Nantucket	5.8	.0024	36.2	8.6	20.1	17.2	34.3	2.5	98,537	20,350	18,132	1,207	2,459	3,747	4,151
TOTAL METRO COUNTIES	**5,551.6**	**2.3300**	**32.6**	**12.7**	**17.3**	**17.8**	**28.1**	**2,039.1**	**36,474,941**	**6,843,834**	**4,067,737**	**4,154,695**	**1,614,171**	**6,894,182**	**1,257,846**
TOTAL STATE	**5,807.9**	**2.4375**	**32.8**	**12.5**	**17.2**	**17.8**	**28.4**	**2,142.9**	**38,556,664**	**7,263,909**	**4,357,076**	**4,307,841**	**1,687,338**	**7,236,968**	**1,324,135**

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

Ledger Land

READERSHIP IMPACT

The Patriot Ledger...

- #1 in circulation (88,562*) among Mass. evening papers
- #1 in classified advertising among New England evening papers
- #1 in retail advertising among Mass. daily papers

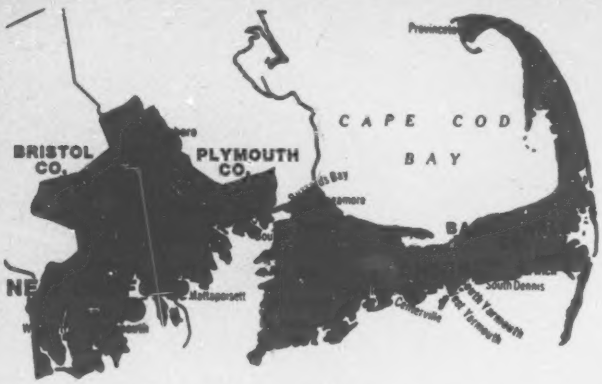
Serving Norfolk and Plymouth Counties (MA)...

They rank first and fifth, respectively, in Massachusetts per household income.

*Source, ABC Audit 3/31/85; NENA Linage Report 12/31/84

The Patriot Ledger

Serving the communities south of Boston. It's an area we call Ledger Land.
13 Temple St., Quincy, MA 02169 (617) 786-7000
Represented nationally by Landon Associates



Represented by Branham Newspaper Sales

CAPE COD-NEW BEDFORD UNIT

Ranking as 68th largest Metropolitan population market in the U.S.

- 85,494 daily circulation
- 95,044 Sunday circulation
- 15% discount - 1 order - 1 bill

New Bedford STANDARD TIMES · Cape Cod TIMES

MASS.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BOSTON - LAWRENCE - SALEM -							
LOWELL - BROCKTON	**48,207,991**	**31,426**	**16.8**	**26.1**	**22.1**	**22.0**	**1.8292**
Essex	8,224,120	30,728	17.2	26.2	22.1	20.4	.3227
● Gloucester	348,303	26,688	21.7	28.0	18.8	16.0	.0133
● Haverhill	535,175	26,284	21.5	28.0	21.0	13.2	.0217
● Lawrence	622,295	21,159	23.3	26.9	16.8	8.7	.0251
● Lynn	888,663	24,793	21.2	28.4	18.8	12.1	.0368
Peabody	596,783	34,793	13.5	25.6	27.1	22.5	.0254
● Salem	469,035	26,244	20.6	29.2	20.2	13.6	.0209
Middlesex	19,018,160	34,627	14.9	25.4	23.2	26.1	.6951
Arlington	682,112	35,410	14.8	25.7	24.5	26.3	.0219
● Cambridge	1,222,727	24,541	22.4	29.5	16.1	14.2	.0503
● Framingham	973,026	35,513	13.7	26.4	22.4	28.4	.0400
● Lowell	972,019	24,988	22.4	29.5	19.3	11.4	.0387
Malden	660,676	27,545	20.4	28.9	21.1	15.0	.0235
Medford	695,296	31,384	16.1	27.3	23.1	20.2	.0270
Newton	1,454,332	43,967	10.8	19.7	21.5	41.5	.0533
Somerville	838,487	25,117	21.5	30.5	19.2	11.0	.0309
● Waltham	752,666	31,969	15.6	28.3	23.7	20.6	.0299
Norfolk	8,772,716	36,636	13.6	24.2	24.4	28.3	.3286
Brookline	971,697	32,772	15.9	26.2	19.6	26.8	.0303
Quincy	1,099,978	29,169	18.1	28.5	22.4	16.7	.0425
Weymouth	704,019	32,877	15.4	27.1	24.5	21.8	.0261
Plymouth	4,915,923	30,930	17.2	28.8	24.2	17.8	.1891
● Brockton	987,554	25,585	20.5	28.9	20.6	11.3	.0451
Suffolk	7,277,072	23,212	22.6	27.3	16.4	12.9	.2937
● Boston	6,305,283	22,883	22.8	27.4	15.9	12.8	.2562
Revere	493,653	27,187	20.5	27.3	22.1	14.1	.0193
SUBURBAN TOTAL	34,131,245	35,524	14.2	25.1	24.4	26.6	1.2512
NEW BEDFORD - FALL RIVER -							
ATTLEBORO	**4,897,166**	**25,058**	**21.6**	**31.1**	**19.5**	**9.9**	**.2076**
Bristol	4,897,166	25,058	21.6	31.1	19.5	9.9	.2076
● Attleboro	384,748	28,351	19.7	32.0	22.8	13.1	.0183
● Fall River	793,814	19,140	26.5	31.0	12.5	4.5	.0346
● New Bedford	862,281	19,058	26.6	29.1	13.3	5.4	.0369
Taunton	462,181	25,327	21.5	32.6	19.6	9.4	.0179
SUBURBAN TOTAL	2,856,323	29,628	17.8	31.9	24.5	13.6	.1178
PITTSFIELD	**1,626,863**	**26,411**	**21.1**	**30.5**	**20.2**	**12.9**	**.0657**
Berkshire	1,626,863	26,411	21.1	30.5	20.2	12.9	.0657
● Pittsfield	594,331	26,651	20.9	28.9	19.3	14.8	.0258
SUBURBAN TOTAL	1,032,532	26,281	21.2	31.2	20.8	11.8	.0399
SPRINGFIELD	**6,120,765**	**25,379**	**20.8**	**30.5**	**20.3**	**11.3**	**.2483**
Hampden	4,648,260	25,567	20.6	30.1	20.2	11.3	.1942
Chicopee	573,871	24,361	21.4	31.5	20.1	8.3	.0234
● Holyoke	413,023	20,421	23.9	27.1	15.2	8.5	.0203
● Springfield	1,400,136	21,633	23.5	29.6	16.5	7.7	.0665
● Westfield	393,227	28,122	18.4	33.2	23.1	11.4	.0165
Hampshire	1,472,505	26,448	21.5	31.8	20.8	11.2	.0541
● Northampton	316,052	23,991	22.9	30.3	17.9	10.2	.0133
SUBURBAN TOTAL	3,598,327	28,483	19.1	31.2	22.9	13.5	.1317
WORCESTER - FITCHBURG -							
LEOMINSTER	**7,522,833**	**28,601**	**19.1**	**29.3**	**22.5**	**15.0**	**.2858**
Worcester	7,522,833	28,601	19.1	29.3	22.5	15.0	.2858
● Fitchburg	409,962	23,771	23.5	29.4	18.3	10.1	.0169
● Leominster	389,429	27,392	19.5	31.9	21.8	11.9	.0157
● Worcester	1,716,104	23,889	22.4	29.0	17.8	11.5	.0722
SUBURBAN TOTAL	5,007,338	31,144	17.3	29.1	24.9	17.2	.1810
OTHER COUNTIES							
Barnstable	2,007,525	24,884	24.0	32.0	18.1	11.4	.0890
Dukes	126,379	23,252	26.5	32.3	15.1	11.2	.0061
Franklin	709,853	24,299	24.1	32.3	18.9	8.4	.0271
Nantucket	86,576	30,557	18.0	31.6	22.8	17.2	.0045
TOTAL METRO COUNTIES	**68,375,618**	**29,753**	**18.0**	**27.5**	**21.7**	**18.8**	**2.6366**
TOTAL STATE	**71,305,951**	**29,471**	**18.3**	**27.7**	**21.5**	**18.4**	**2.7633**

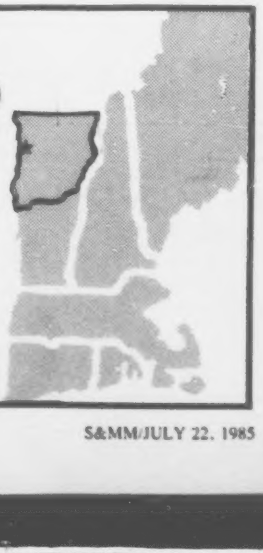
What's the second strongest newspaper in New England?

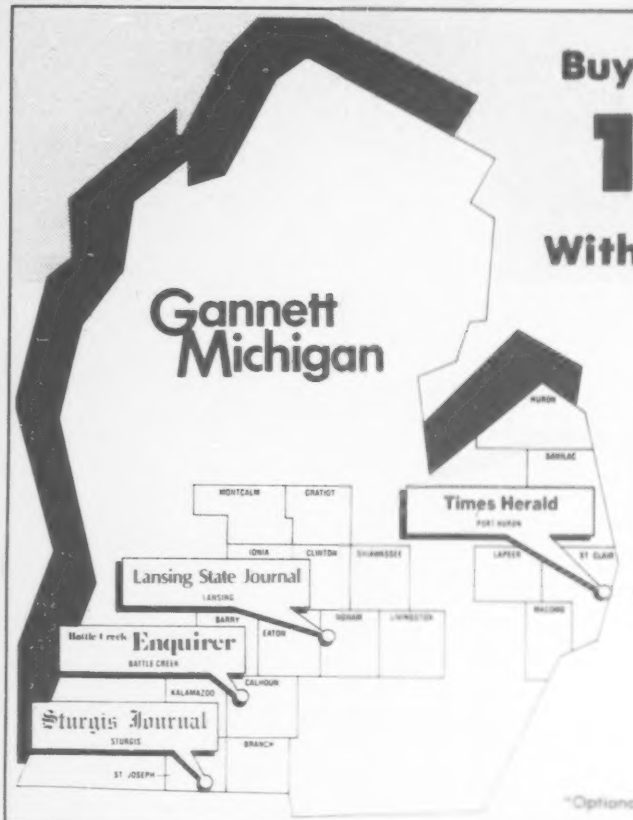
The Burlington Free Press ranks second in percentage of state coverage.

27% of all Vermont families read The Burlington Free Press, making it No. 2 in New England in percentage of state coverage. In the Greater Burlington area, with nearly one-fourth of the state's total population, coverage jumps to 73%. So if you want a newspaper that's the second strongest in all of New England, look to The Burlington Free Press.

The Burlington Free Press

Burlington, VT 05401
802-863-3441
A Gannett Newspaper




Gannett
Michigan
HURON
SANILAC
MONTCALM
GRATIOT
Times Herald
PORT HURON
IONIA
CLINTON
SHIAWASSEE
LAPEER
ST CLAIR
Lansing State Journal
LANSING
BARRY
EATON
INGHAM
LIVINGSTON
MACOMB
Battle Creek Enquirer
BATTLE CREEK
CALHOUN
KALAMAZOO
Sturgis Journal
STURGIS
BRANCH
ST JOSEPH

Buy four great newspapers at

17% * OFF

With one order and one invoice

Gannett Michigan fills a big gap in our State of Michigan that can't be covered successfully by any other newspaper or newspaper group.

CIRCULATION	DAILY	SUNDAY
•LANSING STATE JOURNAL	67,009	77,636
•BATTLE CREEK ENQUIRER	29,937	38,249
•PORT HURON TIMES HERALD	28,128	31,638
•STURGIS JOURNAL	9,201	
COMBINED TOTAL	134,275	147,523

Gannett Michigan Coordinator, Bo Boettcher,
120 E. Lenawee St., Lansing, Michigan,
(517)377-1140 or Contact GANNETT MEDIA SALES.

Gannett Michigan

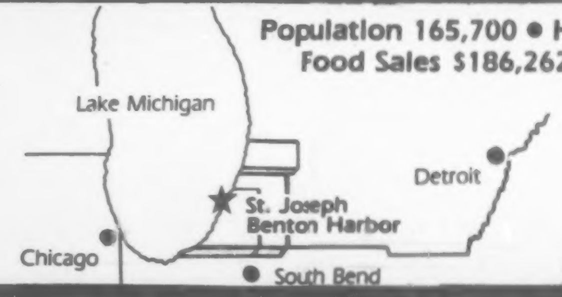
*Optional Buy Lansing, Battle Creek, Port Huron available at 15% discount

MICHIGAN

MICH. S&MM ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANN ARBOR	270.4	.1134	27.8	20.8	23.0	16.9	16.6	97.6	1,583,905	242,990	148,163	246,863	89,991	338,086	54,177
Washtenaw	270.4	.1134	27.8	20.8	23.0	16.9	16.6	97.6	1,583,905	242,990	148,163	246,863	89,991	338,086	54,177
• Ann Arbor	106.1	.0445	26.5	28.3	24.8	14.6	14.4	39.4	803,822	114,488	81,568	129,029	54,099	134,174	28,608
SUBURBAN TOTAL	164.3	.0689	28.8	16.0	21.7	18.5	18.1	58.2	780,083	128,502	66,595	117,834	35,892	203,912	25,569
BATTLE CREEK	137.7	.0578	32.1	11.2	16.6	18.2	27.0	51.3	662,177	122,218	64,039	109,838	21,699	134,534	27,773
Calhoun	137.7	.0578	32.1	11.2	16.6	18.2	27.0	51.3	662,177	122,218	64,039	109,838	21,699	134,534	27,773
• Battle Creek	54.3	.0228	31.2	12.1	17.3	14.1	29.3	21.8	231,506	38,756	21,646	28,290	3,626	57,013	11,318
SUBURBAN TOTAL	83.4	.0350	32.8	10.6	16.0	20.9	25.6	29.5	430,671	83,462	42,393	81,548	18,073	77,521	16,455
BENTON HARBOR	165.9	.0696	31.3	10.9	16.4	17.9	26.0	60.6	744,103	142,711	68,160	114,786	18,267	138,410	26,366
Berrien	165.9	.0696	31.3	10.9	16.4	17.9	26.0	60.6	744,103	142,711	68,160	114,786	18,267	138,410	26,366
• Benton Harbor	14.5	.0061	22.4	11.6	13.6	13.4	18.8	4.7	185,630	13,609	13,969	49,704	5,017	51,300	2,661
SUBURBAN TOTAL	151.4	.0635	32.1	10.9	16.6	18.4	26.7	55.9	558,473	129,102	54,191	65,082	13,250	87,110	23,705

The BENTON HARBOR/St. Joseph MSA — A MUST When Buying Michigan!

Population 165,700 • Households 59,800 • E.B.I. $1,596,486,000
Food Sales $186,262,000 • Total Retail Sales $776,643,000


Lake Michigan
Detroit
St. Joseph
Benton Harbor
Chicago
South Bend

The Herald-Palladium

- 79% Core Metro Market Penetration
- 66% "Read Yesterday" Readership

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

Phone: (616) 429-2400
3450 Hollywood Rd. St. Joseph, MI. 49085
Represented Nationally by: THOMSON NEWSPAPERS, INC.

The HERALD-PALLADIUM — A MUST When Covering Michigan's 8th RANKED METRO!

MICH. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
DETROIT	**4,359.4**	**1.8297**	**31.1**	**11.5**	**17.6**	**18.4**	**24.8**	**1,576.7**	**23,479,797**	**4,494,607**	**2,099,953**	**2,774,584**	**1,120,635**	**5,452,772**	**1,136,333**
Lapeer	75.0	.0315	28.5	10.4	17.7	20.2	18.4	23.4	213,080	48,951	13,364	14,174	4,290	67,526	11,281
Livingston	109.7	.0461	29.8	9.5	18.2	22.1	18.4	34.9	338,464	75,194	24,833	51,651	10,359	77,493	15,959
Macomb	699.2	.2935	30.9	12.0	17.3	20.0	22.8	243.7	4,302,197	799,805	355,430	537,327	191,977	1,116,545	210,033
Roseville	52.8	.0222	30.1	13.3	18.3	16.5	24.5	18.6	502,250	95,408	37,162	106,651	15,346	91,650	25,177
St. Clair Shores	72.6	.0305	35.6	11.9	14.8	18.0	32.7	26.9	311,855	72,063	37,610	25,017	11,243	60,774	21,173
Sterling Heights	111.7	.0469	29.0	9.7	20.6	22.8	14.9	36.6	809,424	96,903	43,492	214,692	18,165	240,792	34,887
Warren	154.1	.0647	32.8	13.1	14.1	21.3	25.6	54.0	1,045,819	221,854	110,464	86,549	59,048	248,095	47,770
Monroe	135.0	.0566	29.5	11.1	17.1	19.1	21.5	44.9	463,611	114,254	39,474	31,510	12,816	125,053	15,215
Oakland	1,021.7	.4288	31.8	11.0	18.1	20.1	24.2	376.3	7,535,089	1,250,953	659,547	901,370	413,578	1,837,906	339,501
Farmington Hills	64.8	.0272	33.3	10.5	16.8	22.3	24.9	23.7	397,092	41,668	42,884	20,798	13,013	183,992	7,471
• Pontiac	71.6	.0300	27.3	14.0	18.5	15.2	20.7	25.2	465,169	65,452	34,831	98,883	16,725	99,750	18,672
Royal Oak	67.5	.0283	33.6	11.3	20.2	16.4	30.8	28.2	460,706	61,649	31,486	50,624	46,431	124,754	11,862
Southfield	74.4	.0312	37.0	9.9	17.4	18.6	33.9	30.6	1,213,679	154,154	100,645	191,880	79,627	325,893	33,798
Troy	68.6	.0288	31.3	8.2	20.4	24.6	17.8	24.6	989,446	101,078	65,337	202,364	52,358	291,390	33,943
St. Clair	140.4	.0589	30.8	10.9	16.1	18.1	25.1	48.9	554,416	142,200	47,747	53,077	20,351	101,197	19,846
• Port Huron	33.9	.0142	30.5	13.5	15.8	14.9	27.9	13.1	280,833	51,144	25,777	24,050	16,593	50,245	6,799
Wayne	2,178.4	.9143	31.1	11.9	17.2	16.9	26.5	804.6	10,072,940	2,063,250	959,558	1,185,475	467,264	2,127,052	524,498
• Dearborn	86.9	.0365	37.9	11.1	15.4	16.0	37.2	35.1	1,031,950	105,599	76,109	180,809	77,612	221,800	44,721
Dearborn Heights	62.8	.0264	34.5	12.4	14.6	19.3	30.1	22.6	253,381	83,048	47,323	7,510	17,868	11,407	16,739
• Detroit	1,080.8	.4536	30.6	11.9	17.3	15.3	27.1	408.4	3,367,276	801,863	381,102	182,459	122,979	729,392	186,146
Lincoln Park	43.2	.0181	32.4	12.7	17.7	15.8	29.6	16.6	271,998	60,580	25,252	40,062	5,306	22,780	18,076
Livonia	100.3	.0421	33.5	11.3	14.4	22.0	25.9	32.7	919,508	173,120	57,884	148,032	86,516	143,465	55,155
Taylor	73.0	.0306	27.6	13.0	18.9	19.4	16.6	24.2	535,711	80,970	34,908	166,961	9,964	109,084	16,560
Westland	81.1	.0340	29.3	13.6	19.2	19.5	19.6	29.1	501,837	128,704	42,285	79,864	12,030	83,842	23,590
SUBURBAN TOTAL	3,086.2	1.2954	31.3	11.4	17.6	19.7	23.7	1,094.9	18,334,569	3,470,549	1,582,134	2,288,383	886,726	4,351,585	879,995
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,629.8***	***1.9431***	***30.9***	***12.1***	***17.9***	***18.3***	***24.3***	***1,674.3***	***25,063,702***	***4,737,597***	***2,248,116***	***3,021,447***	***1,210,626***	***5,790,858***	***1,190,510***
FLINT	**439.4**	**.1844**	**29.3**	**12.4**	**17.3**	**19.0**	**21.2**	**157.9**	**2,465,779**	**420,272**	**220,527**	**452,529**	**108,817**	**581,468**	**102,271**
Genesee	439.4	.1844	29.3	12.4	17.3	19.0	21.2	157.9	2,465,779	420,272	220,527	452,529	108,817	581,468	102,271
• Flint	150.2	.0630	28.5	13.7	17.5	15.3	23.4	56.8	1,022,316	202,683	103,219	123,803	71,293	223,532	41,354
SUBURBAN TOTAL	289.2	.1214	29.7	11.8	17.1	20.8	20.2	101.1	1,443,463	217,589	117,308	328,726	37,524	357,936	60,917
GRAND RAPIDS	**623.2**	**.2615**	**29.7**	**13.4**	**17.8**	**17.4**	**23.1**	**222.0**	**3,563,682**	**554,922**	**298,969**	**574,481**	**211,461**	**836,433**	**85,212**
Kent	457.5	.1920	29.9	13.5	18.0	17.0	23.7	167.2	2,848,194	421,775	245,352	445,010	184,486	670,399	70,989
• Grand Rapids	183.2	.0769	30.1	15.2	17.6	13.6	27.7	68.9	1,047,944	134,772	110,300	83,394	92,016	292,501	36,341
Wyoming	60.9	.0256	29.3	14.7	19.8	16.4	22.3	23.5	452,797	56,788	39,995	86,060	32,059	84,038	7,429
Ottawa	165.7	.0695	29.1	13.0	17.5	18.6	21.1	54.8	715,488	133,147	53,617	129,471	26,975	166,034	14,223
• Holland	28.4	.0119	30.3	17.2	15.4	15.0	27.7	10.3	265,044	45,983	22,812	12,230	14,231	93,405	8,283
SUBURBAN TOTAL	411.6	.1727	29.5	12.3	18.0	19.3	20.7	142.8	2,250,694	374,167	165,857	478,857	105,214	450,527	40,588
JACKSON	**149.3**	**.0626**	**31.1**	**11.4**	**18.7**	**18.6**	**24.2**	**51.7**	**676,513**	**118,321**	**57,844**	**140,575**	**25,904**	**107,322**	**26,081**
Jackson	149.3	.0626	31.1	11.4	18.7	18.6	24.2	51.7	676,513	118,321	57,844	140,575	25,904	107,322	26,081
• Jackson	38.7	.0162	30.3	13.3	17.0	14.0	28.1	15.1	274,709	37,709	29,133	36,445	16,507	44,371	10,883
SUBURBAN TOTAL	110.6	.0464	31.3	10.8	19.3	20.2	22.7	36.6	401,804	80,612	28,711	104,130	9,397	62,951	15,198
KALAMAZOO	**214.6**	**.0901**	**29.3**	**17.0**	**18.7**	**17.6**	**21.7**	**78.6**	**1,314,484**	**184,438**	**123,825**	**256,651**	**90,873**	**256,581**	**35,113**
Kalamazoo	214.6	.0901	29.3	17.0	18.7	17.6	21.7	78.6	1,314,484	184,438	123,925	256,651	90,873	256,581	35,113
• Kalamazoo	76.6	.0321	26.6	25.7	18.3	12.5	22.0	28.1	531,469	71,456	64,095	15,870	29,093	146,486	18,257
SUBURBAN TOTAL	138.0	.0580	30.8	12.2	18.7	20.5	21.6	50.5	783,015	112,982	59,730	240,781	61,780	110,095	16,856
LANSING - EAST LANSING	**424.6**	**.1783**	**27.8**	**17.8**	**19.4**	**17.2**	**18.9**	**148.9**	**2,325,433**	**423,646**	**203,466**	**390,822**	**117,101**	**513,278**	**54,996**
Clinton	56.8	.0239	29.3	10.4	17.2	20.7	19.6	18.4	185,672	51,893	10,122	7,858	4,105	50,091	5,073
Eaton	94.1	.0395	29.8	11.6	18.7	20.1	20.2	33.3	525,672	87,455	37,660	134,974	15,494	97,966	7,432
Ingham	273.7	.1149	26.9	21.4	20.1	15.5	18.3	97.2	1,614,089	284,498	155,684	247,990	97,502	365,221	42,491
• East Lansing	46.6	.0196	22.9	55.4	15.3	8.6	9.1	11.8	153,877	22,875	34,851		10,011	24,426	2,975
• Lansing	128.8	.0541	28.5	14.8	22.1	15.1	20.6	50.3	947,750	156,320	74,621	135,094	65,248	286,222	23,470
SUBURBAN TOTAL	249.2	.1046	29.6	12.3	18.8	19.9	19.9	86.8	1,223,806	244,651	93,994	255,728	41,842	202,630	28,551
MUSKEGON	**154.6**	**.0649**	**30.8**	**11.6**	**16.3**	**17.2**	**26.0**	**55.3**	**676,371**	**138,229**	**62,653**	**134,386**	**27,901**	**125,587**	**24,261**
Muskegon	154.6	.0649	30.8	11.6	16.3	17.2	26.0	55.3	676,371	138,229	62,653	134,386	27,901	125,587	24,261
• Muskegon	39.2	.0165	30.4	14.1	17.2	12.7	29.3	15.2	231,845	44,263	20,017	30,651	10,176	50,284	10,658
SUBURBAN TOTAL	115.4	.0484	31.0	10.7	16.1	18.7	24.9	40.1	444,526	93,966	42,636	103,735	17,725	75,303	13,603
SAGINAW - BAY CITY - MIDLAND	**416.1**	**.1747**	**29.8**	**11.8**	**17.3**	**18.4**	**22.7**	**145.1**	**2,279,285**	**431,243**	**202,513**	**354,357**	**112,970**	**493,376**	**75,657**
Bay	116.1	.0488	30.6	12.0	16.9	17.9	24.6	41.3	537,438	126,512	47,445	52,916	20,873	125,568	20,976
• Bay City	39.5	.0166	31.6	13.2	16.4	14.8	29.6	15.3	250,034	44,525	18,729	26,187	8,813	63,454	9,468
Midland	75.5	.0317	29.6	11.6	17.9	20.1	20.3	26.3	332,458	75,460	30,469	23,910	9,995	70,321	16,280
• Midland	37.8	.0159	30.3	12.9	18.1	19.5	21.9	13.8	286,916	64,942	21,974	18,143	9,871	64,742	11,791
Saginaw	224.5	.0942	29.5	11.8	17.1	18.1	22.5	77.5	1,409,389	229,271	124,599	277,531	82,102	297,487	38,401
• Saginaw	75.4	.0316	28.7	12.9	17.4	13.8	25.1	27.6	334,099	58,622	29,973	28,303	9,620	91,217	15,053
SUBURBAN TOTAL	263.4	.1106	29.9	11.2	17.0	20.1	21.2	88.4	1,408,236	263,154	131,837	281,724	84,666	273,963	39,345
OTHER COUNTIES															
Alcona	10.4	.0043	41.5	7.4	10.6	16.9	41.0	4.1	20,943	3,173	1,848	659	115	9,504	338
Alger	9.1	.0039	33.6	8.9	15.3	17.5	30.3	3.2	25,615	10,790	2,936	583	517	335	758
Allegan	85.4	.0358	30.3	11.0	17.1	18.0	24.0	29.3	243,048	60,895	19,830	5,535	5,353	65,143	8,859
Alpena	31.5	.0132	31.7	11.6	14.5	18.7	26.5	11.4	150,116	34,998	9,341	18,161	6,874	28,695	4,825
Antrim	17.3	.0073	34.1	9.0	14.9	17.3	31.4	6.3	37,715	15,170	4,662	334	486	6,407	1,662
Arenac	15.6	.0065	33.1	9.8	14.2	16.6	30.8	5.7	65,220	13,046	6,708	502	2,577	22,887	805
Baraga	8.2	.0035	33.1	8.9	15.2	15.8	31.3	3.0	28,442	9,622	1,563	3,031	231	3,686	1,490
Barry	47.6	.0199	31.6	9.7	16.7	19.9	24.5	16.5	99,190	31,469	9,506	937	1,324	15,744	3,771
Benzie	11.9	.0050	34.0	9.8	15.0	18.2	30.2	4.4	41,454	11,770	2,669	1,569	1,400	10,013	1,765
Branch	39.9	.0167	31.8	11.1	16.0	18.4	26.5	14.4	149,022	28,194	9,255	8,567	3,285	36,867	7,596
Cass	49.6	.0208	32.1	9.7	16.4	18.9	26.4	17.8	97,555	21,072	8,343	3,839	2,066	34,382	3,743
Charlevoix	20.5	.0086	32.1	10.5	16.2	18.4	26.9	7.8	85,655	25,588	8,342	1,631	3,661	17,695	4,293
Cheboygan	21.4	.0090	33.4	9.3	14.8	17.7	29.9	8.0	114,891	30,504	13,397	6,251	1,923	20,127	2,953
Chippewa	28.1	.0118	31.2	14.5	15.7	16.6	27.4	9.8	124,267	25,811	14,011	15,560	4,573	19,755	2,998

MICH. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Clare	25.8	.0108	35.5	9.2	13.3	16.9	33.7	9.8	106,038	35,776	8,106	912	2,577	20,969	5,088
Crawford	10.5	.0044	32.7	9.9	14.8	17.9	28.7	3.6	39,821	9,801	4,385	3,440	375	6,525	1,308
Delta	38.6	.0162	32.1	9.8	15.7	17.4	28.0	13.8	185,062	44,980	11,197	23,297	7,471	39,697	3,467
Dickinson	25.9	.0109	35.4	9.5	14.9	16.2	34.2	10.0	132,142	30,212	9,792	17,077	8,132	21,446	3,901
Emmet	24.1	.0101	31.8	11.0	17.3	17.6	26.9	8.8	156,811	30,990	17,627	6,891	11,907	32,252	3,943
Gladwin	21.9	.0092	34.8	9.4	13.4	17.0	32.6	8.1	62,857	22,433	5,295	2,651	3,027	12,606	1,513
Gogebic	18.6	.0078	40.6	8.8	12.3	15.2	40.9	7.3	86,628	20,811	5,452	12,665	4,262	15,403	2,465
Grand Traverse	58.8	.0246	30.5	12.1	19.3	17.9	23.3	21.3	456,127	78,230	41,606	81,563	20,626	97,572	5,132
Gratiot	39.2	.0165	30.5	12.4	15.3	17.4	25.6	13.6	180,690	44,290	13,158	20,831	4,141	39,828	5,703
Hillsdale	42.4	.0178	31.5	11.8	15.2	17.7	26.9	14.5	135,868	35,846	9,960	10,262	4,442	33,553	5,563
Houghton	38.0	.0159	30.0	22.1	12.4	13.2	30.6	13.1	136,868	40,210	9,423	13,653	4,162	22,169	5,405
Huron	36.1	.0152	33.5	9.7	14.0	15.7	32.2	13.2	166,909	39,202	13,103	11,983	4,901	35,102	7,643
Ionia	52.2	.0219	28.6	13.8	16.6	17.1	22.2	16.6	188,054	40,092	13,526	26,331	4,915	36,979	5,795
Iosco	29.7	.0124	31.1	14.2	15.0	16.0	28.1	11.1	122,133	28,629	12,472	2,037	3,788	32,511	5,019
Iron	13.6	.0057	43.4	7.4	12.1	15.0	43.6	5.5	44,865	16,651	3,139	2,034	1,060	6,158	3,107
Isabella	56.3	.0237	24.2	29.8	15.6	13.7	17.2	17.4	219,616	40,678	20,240	18,152	8,365	43,258	7,623
Kalkaska	12.9	.0054	30.8	9.6	16.6	16.9	26.1	4.6	47,131	10,720	4,088	49	578	14,316	417
Keweenaw	1.8	.0008	46.6	6.7	12.9	14.1	47.4	.7	4,208	1,249	935	86[illegible]			
Lake	8.5	.0035	41.7	6.8	11.4	15.2	41.7	3.4	16,818	6,078	3,185	688	138	883	519
Leelanau	14.9	.0063	33.5	8.8	17.6	18.4	28.9	5.5	40,121	18,437	4,620	342	679	1,380	962
Lenawee	89.3	.0374	30.7	11.2	16.7	18.0	24.8	30.6	363,420	79,935	31,610	66,218	9,887	81,459	12,269
Luce	6.5	.0027	34.1	9.1	15.1	18.2	30.4	2.1	29,094	8,949	2,744	710	231	6,481	1,456
Mackinac	10.1	.0042	34.3	9.0	14.2	17.0	32.0	3.7	58,994	17,017	8,565	753	305	4,152	1,192
Manistee	23.2	.0097	34.7	9.8	14.7	17.1	32.5	9.2	88,698	24,833	7,243	6,784	3,300	15,879	4,110
Marquette	74.7	.0314	27.8	17.9	19.8	15.7	20.2	25.2	271,849	66,285	25,556	20,989	12,790	54,008	7,090
Mason	27.1	.0113	34.1	10.1	15.2	17.2	31.4	10.2	100,312	26,792	10,662	6,317	3,550	15,630	4,894
Mecosta	38.6	.0162	24.5	29.6	13.4	13.5	21.2	11.9	155,540	41,372	16,454	13,840	4,440	27,883	4,417
Menominee	25.9	.0109	32.6	10.2	15.4	16.3	30.0	9.4	64,722	15,623	7,542	14,595	1,177	10,423	636
Missaukee	10.9	.0046	31.5	10.0	15.1	17.1	27.6	3.7	27,331	7,519	2,088	2,262	224	9,250	2,468
Montcalm	49.8	.0209	31.6	10.3	15.1	17.7	27.2	17.5	216,522	46,869	11,670	26,726	9,034	49,770	6,500
Montmorency	8.1	.0034	38.0	8.6	12.3	15.2	38.1	3.1	24,964	8,467	2,773	259	253	663	1,613
Newaygo	36.8	.0155	32.7	9.3	14.4	17.9	28.9	13.4	99,237	28,874	7 788	6,810	2,862	18,046	4,144
Oceana	22.8	.0095	31.8	9.6	14.9	18.0	27.2	7.9	56,449	21,244	5,722	2,048	816	11,160	1,512
Ogemaw	18.1	.0076	35.2	9.2	13.4	16.9	33.3	6.7	94,622	22,764	8,826	7,887	2,164	14,404	3,157
Ontonagon	9.0	.0038	36.2	7.0	13.5	19.3	32.4	3.3	35,929	10,391	2,352	1,739	243	9,826	1,077
Osceola	20.0	.0084	32.2	9.6	14.8	17.4	28.5	7.2	76,522	25,841	4,501	1,358	545	15,554	3,131
Oscoda	7.3	.0031	38.1	6.4	11.8	17.1	36.7	2.8	31,333	10,463	2,545	249	960	2,119	1,953
Otsego	16.0	.0067	31.0	9.7	16.2	18.5	25.0	5.5	91,261	19,243	9,112	5,858	3,861	17,027	2,337
Presque Isle	14.2	.0060	34.5	9.1	13.8	16.7	32.6	5.2	42,205	13,032	3,175	1,045	1,698	8,016	2,165
Roscommon	18.4	.0077	41.6	8.2	11.9	15.2	42.0	7.6	93,268	26,672	7,777	2,578	1,448	20,979	3,323
St. Joseph	57.8	.0243	31.5	10.6	16.6	17.7	26.4	20.9	241,970	66,974	14,396	14,395	6,869	58,346	8,713
Sanilac	41.3	.0173	32.5	10.0	14.4	16.6	29.8	14.7	126,056	38,309	7,008	5,209	4,901	28,083	5,654
Schoolcraft	8.5	.0036	34.3	9.0	14.4	16.1	32.8	3.0	32,591	8,185	2,857	1,357	1,273	6,467	1,633
Shiawassee	70.7	.0297	29.5	10.7	17.1	19.2	21.5	23.7	237,096	54,151	16,213	18,299	8,024	55,799	10,233
Tuscola	57.6	.0241	30.0	10.6	16.7	18.7	22.9	18.9	182,272	49,152	9,746	7,741	3,599	44,988	6,375
Van Buren	69.4	.0292	31.4	9.9	16.3	17.8	26.4	24.9	220,720	68,740	17,027	10,425	4,547	55,362	7,126
Wexford	26.6	.0112	32.4	10.0	15.5	17.3	28.7	9.8	136,700	28,969	12,852	9,102	5,686	32,057	5,071
TOTAL METRO COUNTIES	**7,355.2**	**3.0870**	**30.4**	**12.6**	**17.8**	**18.2**	**23.7**	**2,645.7**	**39,771,529**	**7,273,797**	**3,550,112**	**5,549,872**	**1,945,619**	**8,977,847**	**1,648,240**
TOTAL STATE	**9,180.2**	**3.8528**	**30.6**	**12.5**	**17.4**	**18.0**	**24.3**	**3,291.4**	**46,783,106**	**9,027,879**	**4,131,936**	**6,128,329**	**2,170,237**	**10,455,525**	**1,862,918**

MICH.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANN ARBOR	**3,273,378**	**29,598**	**18.5**	**29.0**	**22.5**	**17.4**	**.1228**
Washtenaw	3,273,378	29,598	18.5	29.0	22.5	17.4	.1228
• Ann Arbor	1,296,841	26,546	21.8	28.3	18.4	17.2	.0527
SUBURBAN TOTAL	1,976,537	31,509	16.2	29.5	25.2	17.6	.0701
BATTLE CREEK	**1,470,721**	**26,246**	**20.9**	**31.0**	**20.6**	**11.2**	**.0553**
Calhoun	1,470,721	26,246	20.9	31.0	20.6	11.2	.0553
• Battle Creek	535,709	21,024	24.0	28.6	15.1	8.5	.0203
SUBURBAN TOTAL	935,012	29,864	18.7	32.8	24.7	13.1	.0350
BENTON HARBOR	**1,699,282**	**25,100**	**22.7**	**29.9**	**20.1**	**10.6**	**.0640**
Berrien	1,699,282	25,100	22.7	29.9	20.1	10.6	.0640
• Benton Harbor	87,420	14,959	30.3	23.1	9.4	3.7	.0072
SUBURBAN TOTAL	1,611,862	26,057	22.0	30.5	21.0	11.1	.0568
DETROIT	**49,779,274**	**29,170**	**17.4**	**29.0**	**22.8**	**15.6**	**1.8751**
Lapeer	709,396	29,038	17.8	34.0	24.4	11.2	.0250
Livingston	1,223,486	33,776	14.4	29.7	28.7	18.4	.0409
Macomb	7,568,957	30,085	16.6	34.7	26.2	11.7	.3051
Roseville	504,802	26,347	19.6	40.2	19.8	7.0	.0259
St. Clair Shores	840,215	30,367	17.1	33.7	24.8	13.2	.0296
Sterling Heights	1,241,356	33,738	12.2	34.9	33.8	12.7	.0522
Warren	1,677,579	29,835	16.8	34.1	26.0	12.2	.0697
Monroe	1,633,690	35,365	14.9	25.0	28.2	22.5	.0537
Oakland	14,779,027	35,659	13.5	26.4	24.9	26.2	.5468
Farmington Hills	1,076,298	42,191	9.7	21.8	25.4	37.0	.0355
• Pontiac	653,152	23,326	19.9	30.1	17.3	9.5	.0295
Royal Oak	959,305	32,458	16.8	29.6	26.3	18.2	.0350
Southfield	1,262,342	36,896	13.7	25.2	23.1	30.2	.0588
Troy	1,077,670	42,602	8.3	21.1	29.9	34.8	.0496
St. Clair	1,460,683	27,876	19.0	30.2	22.9	12.6	.0530
• Port Huron	341,139	22,736	22.7	28.7	17.6	9.1	.0160
Wayne	22,404,035	25,414	19.6	28.6	20.1	11.6	.8506
• Dearborn	1,124,893	29,739	19.3	[illegible]	22.9	17.4	.0530
Dearborn Heights	783,969	33,316	14.5	[illegible]	27.2	18.9	.0263
• Detroit	9,369,760	19,585	23.3	[illegible]	14.8	6.9	.3505
Lincoln Park	481,119	28,183	19.4	35.2	23.6	9.8	.0193
Livonia	1,293,872	38,852	9.2	26.0	33.0	25.9	.0548
Taylor	725,187	29,703	16.1	34.5	26.9	9.9	.0326
Westland	906,002	30,572	15.1	35.8	26.8	11.5	.0360
SUBURBAN TOTAL	38,290,330	32,651	14.9	29.7	26.0	19.0	1.4261
DETROIT - ANN ARBOR CONSOLIDATED AREA	***53,052,652***	***29,194***	***17.4***	***29.1***	***22.8***	***15.7***	***1.9979***
FLINT	**4,486,721**	**27,070**	**18.6**	**32.4**	**22.7**	**10.1**	**.1809**
Genesee	4,486,721	27,070	18.6	32.4	22.7	10.1	.1809

MICH. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Flint	1,393,051	22,414	21.9	31.4	16.9	6.9	.0633
SUBURBAN TOTAL	3,093,670	29,629	16.8	32.8	25.9	11.9	.1176
GRAND RAPIDS	**6,957,590**	**28,763**	**19.1**	**32.2**	**22.6**	**13.6**	**.2698**
Kent	5,080,873	27,596	20.2	32.1	21.4	12.6	.2029
• Grand Rapids	1,858,478	23,375	24.2	31.2	16.9	9.3	.0757
Wyoming	677,558	27,279	20.0	37.2	22.0	9.2	.0287
Ottawa	1,876,717	32,097	15.9	31.9	26.6	16.7	.0669
• Holland	330,678	27,697	22.0	30.7	21.8	13.9	.0149
SUBURBAN TOTAL	4,768,434	31,176	16.5	32.7	25.5	15.6	.1792
JACKSON	**1,586,407**	**28,389**	**19.2**	**31.3**	**22.9**	**13.1**	**.0590**
Jackson	1,586,407	28,389	19.2	31.3	22.9	13.1	.0590
• Jackson	388,862	22,812	23.3	30.4	16.3	9.1	.0172
SUBURBAN TOTAL	1,197,545	30,730	17.5	31.5	25.6	14.8	.0418
KALAMAZOO	**2,547,563**	**28,973**	**19.5**	**29.5**	**22.2**	**15.8**	**.0980**
Kalamazoo	2,547,563	28,973	19.5	29.5	22.2	15.8	.0980
• Kalamazoo	817,767	23,106	23.9	29.2	16.9	10.7	.0346
SUBURBAN TOTAL	1,729,796	32,121	17.1	29.6	25.2	18.6	.0634
LANSING - EAST LANSING	**4,774,719**	**29,024**	**18.9**	**30.8**	**23.0**	**14.8**	**.1820**
Clinton	581,501	30,578	16.4	34.3	26.5	12.8	.0204
Eaton	1,003,573	28,875	18.3	34.8	24.6	10.9	.0394
Ingham	3,189,645	28,702	19.7	28.7	21.7	16.5	.1222
• East Lansing	450,620	23,919	24.4	22.9	15.9	19.7	.0162
• Lansing	1,486,350	27,218	20.6	30.4	21.8	12.6	.0616
SUBURBAN TOTAL	2,837,749	30,391	17.3	32.0	24.6	15.4	.1042
MUSKEGON	**1,515,732**	**24,988**	**22.7**	**32.0**	**19.9**	**9.2**	**.0581**
Muskegon	1,515,732	24,988	22.7	32.0	19.9	9.2	.0581
• Muskegon	345,066	19,168	27.6	30.0	13.0	4.9	.0154
SUBURBAN TOTAL	1,170,666	27,248	20.8	32.8	22.5	10.8	.0427
SAGINAW - BAY CITY - MIDLAND	**4,206,332**	**27,280**	**18.6**	**31.8**	**21.6**	**11.3**	**.1695**
Bay	1,104,869	25,439	19.9	33.2	20.0	8.0	.0438
• Bay City	359,827	20,962	22.6	31.1	15.5	5.4	.0161
Midland	936,462	33,566	15.4	26.1	25.6	21.4	.0323
• Midland	543,963	36,574	14.1	22.8	25.6	27.4	.0204
Saginaw	2,165,001	26,516	19.1	32.6	21.3	9.7	.0934
• Saginaw	625,452	20,054	22.7	30.3	14.3	5.5	.0262
SUBURBAN TOTAL	2,677,090	29,249	17.4	33.5	24.4	11.7	.1068
OTHER COUNTIES							
Alcona	84,702	17,256	33.4	27.8	10.6	3.9	.0029
Alger	70,287	20,640	25.9	36.0	12.5	3.0	.0028
Allegan	858,307	27,143	21.0	32.9	22.4	10.3	.0295
Alpena	271,996	21,896	24.6	33.6	15.9	4.8	.0113
Antrim	130,011	18,146	31.5	31.9	9.3	3.2	.0050
Arenac	114,769	17,228	32.0	29.6	9.8	3.0	.0050
Baraga	60,152	16,737	29.5	30.1	10.4	1.5	.0025
Barry	457,041	25,982	22.0	35.3	20.0	8.2	.0150
Benzie	112,226	22,652	26.5	32.9	16.1	7.8	.0041
Branch	369,137	23,237	25.4	34.9	17.0	6.4	.0141
Cass	468,482	24,161	23.9	34.2	18.6	7.4	.0156
Charlevoix	160,335	17,836	30.4	30.3	10.8	2.9	.0067
Cheboygan	162,974	17,987	31.4	31.6	10.1	2.7	.0077
Chippewa	196,429	16,741	30.7	29.7	9.0	2.5	.0091
Clare	207,722	17,112	33.9	26.3	11.4	4.7	.0085
Crawford	95,405	21,036	31.1	26.4	16.5	9.5	.0037
Delta	356,840	23,705	23.3	31.4	18.7	7.3	.0144
Dickinson	214,413	19,103	26.6	33.0	11.7	3.2	.0095
Emmet	212,132	20,995	26.7	31.6	14.3	6.4	.0099
Gladwin	185,412	19,158	29.7	27.4	15.5	5.2	.0069
Gogebic	139,662	16,092	34.7	28.2	7.7	2.2	.0063
Grand Traverse	575,802	23,904	24.0	33.7	18.1	8.3	.0266
Gratiot	403,702	26,513	21.5	29.6	21.4	12.3	.0153
Hillsdale	335,493	20,657	27.8	34.3	12.6	4.9	.0134
Houghton	278,161	17,098	31.6	29.2	9.4	3.3	.0117
Huron	306,632	20,261	28.2	31.9	13.4	5.4	.0128
Ionia	482,989	26,878	20.7	32.2	22.2	10.3	.0182
Iosco	240,714	17,668	35.7	29.3	10.7	3.4	.0098
Iron	104,312	15,799	30.4	28.1	9.1	2.1	.0043
Isabella	539,284	25,429	23.5	31.0	18.0	13.5	.0202
Kalkaska	93,402	17,900	31.3	31.8	9.4	2.8	.0039
Keweenaw	10,476	12,300	34.7	20.5	4.3	.6	.0005

WKZO
ACTIVE
3

Serving Grand Rapids, Kalamazoo, Battle Creek and Muskegon.

WKZO-TV

The #1 buy in Michigan's #1 growth market!

The most recent U.S. Census shows Kalamazoo-Grand Rapids has grown 11.3% since 1970. It's the fastest growing of any Michigan market ranked among the nation's top 100.

While Kalamazoo-Grand Rapids-Battle Creek ranks in the top 40 ADI TV households, we rank:

- 20th in general merchandise sales
- 20th in department store sales
- 33rd in building material and hardware sales
- 34th in eating and drinking places sales
- 34th in effective buying income

Between 1982 and 1987, the market's effective buying income will jump from $15 billion to $20 billion. That is a 76% growth compared with the much smaller projected gains for the rest of Michigan, the east north central region, and the U.S.

Talk with the people at Harrington, Righter & Parsons about WKZO-TV – the best way to reach your prime audience in Michigan's fastest growing market.

S & MM© 1984 Survey of Buying Power

AM-TV-FM

A Fetzer Station

WKZO-TV

Channel 3 A CBS Affiliate 100,000 WATTS 1000 FT. TOWER

KALAMAZOO-GRAND RAPIDS AND GREATER WESTERN MICHIGAN

Harrington, Righter & Parsons National Representatives

/

MICH. (cont.)
ESTIMATES

EFFECTIVE BUYING INCOME
1984

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: A	B	C	D	Buying Power Index
			(A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				
Lake	48,457	11,542	32.8	18.9	4.1	.9	.0020
Leelanau	129,786	20,921	28.7	34.7	12.7	5.1	.0047
Lenawee	870,944	26,323	21.3	34.6	22.0	8.7	.0327
Luce	48,712	20,098	29.8	31.8	14.6	3.9	.0021
Mackinac	72,570	17,455	33.0	32.4	8.4	1.9	.0036
Manistee	192,426	18,689	28.2	32.9	10.1	3.6	.0078
Marquette	669,763	24,056	24.7	33.7	18.5	6.4	.0256
Mason	229,623	20,180	27.7	34.1	12.7	3.7	.0090
Mecosta	272,151	17,997	31.8	29.0	11.7	3.7	.0121
Menominee	178,840	17,577	31.8	32.7	7.7	1.7	.0071
Missaukee	70,220	16,645	35.3	29.9	7.4	1.8	.0029
Montcalm	449,785	23,156	24.4	32.5	17.5	7.5	.0190
Montmorency	57,986	15,524	34.2	25.9	7.4	3.2	.0023
Newaygo	307,420	20,415	27.2	32.0	14.3	4.8	.0114
Oceana	192,792	21,545	26.0	33.0	14.6	6.3	.0069
Ogemaw	117,552	14,019	32.9	24.6	7.0	2.1	.0060

ESTIMATES

EFFECTIVE BUYING INCOME
1984

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: A	B	C	D	Buying Power Index
			(A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				
Ontonagon	65,383	17,494	29.8	32.7	9.1	2.0	.0029
Osceola	179,702	22,027	26.3	32.3	16.2	7.0	.0070
Oscoda	46,387	14,011	35.6	25.7	4.5	1.5	.0022
Otsego	141,569	22,719	28.1	34.9	15.8	7.2	.0061
Presque Isle	99,422	16,104	26.9	29.5	7.7	3.5	.0042
Roscommon	134,849	14,639	36.6	23.1	8.0	1.9	.0063
St. Joseph	579,123	24,998	24.5	33.8	19.6	9.0	.0218
Sanilac	330,038	19,711	29.9	32.4	12.4	4.4	.0127
Schoolcraft	69,024	19,961	29.0	30.5	15.0	4.4	.0027
Shiawassee	686,929	27,976	19.4	34.2	22.7	10.1	.0249
Tuscola	525,324	26,024	21.7	32.9	21.8	8.7	.0191
Van Buren	587,522	21,288	25.9	32.7	15.6	4.9	.0225
Wexford	212,835	18,560	31.9	30.8	11.0	4.2	.0096
TOTAL METRO COUNTIES	**82,297,719**	**28,628**	**18.2**	**29.9**	**22.5**	**14.5**	**3.1345**
TOTAL STATE	**98,164,454**	**27,111**	**19.9**	**30.3**	**21.2**	**12.9**	**3.7579**

MINNESOTA

MINN.
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP
1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
DULUTH	**259.8**	**.1091**	**32.1**	**12.8**	**16.7**	**16.1**	**29.0**	**98.2**	**1,404,730**	**295,697**	**128,442**	**194,513**	**51,866**	**216,338**	**39,263**
St. Louis	216.5	.0909	32.1	12.8	16.7	16.1	29.0	81.6	1,207,725	257,968	99,840	176,233	47,465	188,898	33,826
• Duluth	88.1	.0370	32.2	15.4	16.6	14.8	30.5	34.6	615,676	114,785	55,348	118,671	30,077	80,885	18,344
Douglas, Wisc.	*43.3*	*.0182*	*32.1*	*12.6*	*16.5*	*15.8*	*29.5*	*16.6*	*197,005*	*37,729*	*26,602*	*18,280*	*4,401*	*27,440*	*5,437*
• *Superior*	*28.0*	*.0118*	*32.2*	*14.4*	*16.5*	*14.4*	*30.9*	*11.3*	*172,270*	*33,544*	*22,121*	*17,123*	*4,023*	*26,907*	*5,390*
SUBURBAN TOTAL	143.7	.0603	32.0	10.9	16.8	17.1	27.8	52.3	616,784	147,368	50,973	58,719	17,766	108,546	15,529
FARGO - MOORHEAD	**145.9**	**.0613**	**28.4**	**19.1**	**18.9**	**15.7**	**21.7**	**53.1**	**973,638**	**143,721**	**84,873**	**122,092**	**41,327**	**264,026**	**19,852**
Clay	49.3	.0207	27.4	21.8	15.5	15.4	22.8	17.1	235,846	61,253	23,439	9,921	14,886	40,707	7,434
• Moorhead	29.4	.0123	25.0	29.6	14.9	13.5	21.5	10.1	184,036	53,509	18,580	7,663	12,962	31,657	6,715
Cass, N. D.	*96.6*	*.0406*	*28.7*	*17.8*	*20.8*	*15.8*	*21.2*	*36.0*	*737,792*	*82,468*	*61,434*	*112,171*	*26,441*	*223,319*	*12,418*
• *Fargo*	*66.5*	*.0279*	*28.5*	*21.0*	*20.7*	*14.8*	*21.7*	*25.8*	*669,496*	*70,772*	*54,861*	*111,273*	*25,501*	*209,293*	*11,423*
SUBURBAN TOTAL	50.0	.0211	29.8	10.4	18.9	18.1	22.0	17.2	120,106	19,440	11,432	3,156	2,864	23,076	1,714
MINNEAPOLIS - ST. PAUL	**2,218.0**	**.9307**	**30.4**	**12.7**	**19.6**	**18.8**	**22.1**	**827.7**	**14,867,520**	**2,626,464**	**1,273,084**	**2,166,209**	**667,057**	**3,438,529**	**354,489**
Anoka	215.1	.0903	27.6	11.6	20.2	21.6	13.5	69.5	967,431	158,373	77,930	192,829	25,122	216,610	20,599
Carver	40.6	.0170	29.1	12.5	18.0	19.1	20.2	13.6	122,063	27,608	10,205	2,305	3,191	29,200	3,086
Chisago	29.3	.0123	30.9	9.4	15.9	18.9	24.6	9.6	109,218	26,553	5,818	999	2,036	34,014	2,379
Dakota	217.9	.0914	28.6	11.1	20.0	21.2	16.1	75.0	1,237,704	220,399	90,873	195,939	50,588	270,761	29,601
Hennepin	944.1	.3963	31.6	13.3	20.6	18.2	24.9	381.1	7,612,528	1,291,998	670,648	1,123,175	421,217	1,800,211	178,369
• Bloomington	84.5	.0355	31.6	12.8	17.7	23.7	20.3	30.9	831,628	80,845	93,341	115,201	31,666	267,041	14,937
Brooklyn Park	50.1	.0210	26.6	15.2	25.3	19.0	9.6	18.3	141,973	27,602	15,721		6,637	30,707	4,321
Edina	46.2	.0194	40.2	8.4	12.3	22.2	35.7	18.7	733,870	115,191	21,584	189,848	104,778	92,014	3,848
• Minneapolis	356.8	.1497	31.7	15.9	23.0	13.6	28.8	163.4	2,270,565	402,594	277,720	333,859	131,548	322,048	85,922
St. Louis Park	41.9	.0176	34.2	12.4	20.4	17.0	31.3	18.0	381,420	98,000	36,674	61,970	20,967	53,427	11,801
Isanti	26.0	.0109	29.9	9.8	17.2	19.5	21.7	8.6	68,747	16,066	4,130	3,491	2,354	16,501	3,214
Ramsey	456.5	.1915	31.0	14.2	19.0	16.7	25.7	177.1	3,597,580	577,343	307,190	600,739	142,554	817,719	82,291
• St. Paul	265.7	.1115	31.6	14.7	19.3	14.0	29.5	109.4	1,871,851	328,955	187,357	348,432	59,883	297,754	48,269
Scott	49.4	.0207	28.4	10.8	18.3	20.3	17.7	15.7	202,099	40,415	19,083	8,744	2,079	54,254	4,307

TURN TO
LANDON
FOR RESULTS
(See page B-26)

When you ask Landon . . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

MINN. (cont.)
ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Washington	126.7	.0532	28.9	10.1	19.5	22.3	15.8	40.9	512,727	173,007	50,256	21,202	9,981	81,482	16,291
Wright	65.9	.0276	28.8	10.2	17.2	18.1	21.3	20.9	259,951	63,799	19,852	2,037	4,602	71,124	8,585
St. Croix, Wisc.	*46.5*	*.0195*	*29.8*	*11.2*	*17.6*	*18.5*	*22.3*	*15.7*	*177,272*	*30,903*	*17,099*	*14,749*	*3,333*	*46,653*	*5,767*
SUBURBAN TOTAL	1,511.0	.6340	29.8	11.5	19.1	20.6	19.4	524.0	9,893,476	1,814,070	714,666	1,368,717	443,960	2,551,686	205,361
ROCHESTER	**95.4**	**.0400**	**30.0**	**13.0**	**18.9**	**19.7**	**20.9**	**35.1**	**748,278**	**130,497**	**54,169**	**117,668**	**31,137**	**180,097**	**23,314**
Olmsted	95.4	.0400	30.0	13.0	18.9	19.7	20.9	35.1	748,278	130,497	54,169	117,668	31,137	180,097	23,314
• Rochester	57.3	.0240	33.3	14.7	20.2	18.2	22.4	22.5	637,731	117,644	49,653	113,764	29,916	138,490	20,569
SUBURBAN TOTAL	38.1	.0160	29.5	10.4	17.3	21.9	18.6	12.6	111,047	12,853	4,516	3,904	1,221	41,607	2,745
ST. CLOUD	**175.2**	**.0736**	**26.9**	**16.7**	**16.5**	**15.7**	**20.9**	**54.8**	**1,298,656**	**171,609**	**69,229**	**104,783**	**32,099**	**203,842**	**22,324**
Benton	27.1	.0114	28.4	12.9	18.4	15.3	22.6	9.2	87,448	23,469	9,852	2,424	2,238	10,454	1,422
Sherburne	34.5	.0145	27.7	12.3	18.9	18.3	17.9	10.5	100,993	24,970	6,651	3,684	1,152	34,117	1,128
Stearns	113.6	.0477	26.2	19.0	15.3	15.0	21.5	35.1	1,110,215	123,170	52,726	98,675	28,709	159,271	19,774
• St. Cloud	42.3	.0178	25.9	27.6	16.3	12.5	22.7	14.4	893,947	74,511	35,880	83,729	16,162	113,101	10,685
SUBURBAN TOTAL	132.9	.0558	27.2	13.3	16.5	16.7	20.4	40.4	404,709	97,098	33,349	21,054	15,937	90,741	11,639
OTHER COUNTIES															
Aitkin	14.0	.0058	37.9	7.9	12.9	16.0	37.5	5.3	57,737	14,104	7,002	3,126	1,043	12,766	2,353
Becker	30.8	.0129	32.1	9.9	14.9	16.6	29.0	10.9	120,045	26,727	8,249	7,743	5,045	26,463	3,688
Beltrami	33.1	.0139	28.0	17.7	15.9	15.8	23.1	11.1	211,818	42,047	17,376	16,561	8,144	48,516	4,369
Big Stone	7.7	.0032	38.2	8.5	12.6	15.6	37.8	2.9	34,917	7,204	2,116	532	201	5,218	1,106
Blue Earth	52.0	.0218	28.3	21.1	16.8	14.3	24.4	18.3	368,149	69,637	28,038	41,616	18,639	86,315	14,275
Brown	28.1	.0118	32.6	12.3	14.3	15.7	30.9	10.1	157,046	38,026	13,128	12,557	6,835	34,170	4,854
Carlton	30.3	.0128	32.4	9.5	15.8	17.9	28.0	10.4	143,144	43,194	8,362	7,469	3,029	26,563	4,788
Cass	22.7	.0095	37.6	7.3	12.7	16.7	36.4	8.2	87,654	25,274	6,151	1,279	519	16,218	1,467
Chippewa	14.6	.0061	35.0	9.2	14.5	15.7	34.3	5.6	69,276	12,900	5,764	5,848	3,220	14,008	2,551
Clearwater	9.0	.0038	34.2	8.9	12.3	17.0	32.1	3.1	28,859	6,951	1,324	3,352	942	4,150	742
Cook	4.2	.0018	35.1	8.6	17.3	19.2	31.0	1.8	25,812	6,093	2,026	2,675	322	1,884	458
Cottonwood	14.3	.0060	35.5	8.6	14.0	15.9	34.6	5.3	76,252	15,168	4,123	4,928	4,116	19,539	2,423
Crow Wing	44.5	.0187	34.1	9.4	14.6	17.1	31.7	16.7	281,706	61,233	24,704	31,747	12,416	61,446	5,524
Dodge	15.7	.0066	31.0	9.7	16.4	17.5	26.0	5.4	35,474	10,776	2,982	2,287	334	6,035	1,059
Douglas	29.8	.0125	33.2	11.9	14.2	16.3	31.1	11.1	162,944	37,694	11,318	7,909	10,505	27,391	4,422
Faribault	18.9	.0079	36.3	9.3	13.5	16.1	35.3	7.3	90,545	17,333	5,033	1,418	2,163	21,756	3,060
Fillmore	21.4	.0090	35.9	8.6	13.5	16.3	34.7	7.9	114,658	31,807	4,243	1,260	2,807	34,485	2,262
Freeborn	35.0	.0147	34.2	9.9	14.8	17.4	31.4	13.4	217,397	42,937	14,434	17,509	9,801	62,507	7,883
Goodhue	40.2	.0169	33.3	9.6	15.4	17.3	30.0	14.4	221,406	60,323	17,118	7,843	6,990	54,785	7,546
Grant	7.3	.0030	38.9	7.9	12.6	15.8	38.7	2.7	22,126	3,147	1,333	512	498	9,478	990
Houston	19.0	.0079	32.5	9.9	15.7	16.4	29.6	6.3	54,817	20,745	4,074	852	757	6,533	1,045
Hubbard	15.5	.0065	35.0	8.1	13.9	17.6	32.3	5.6	58,732	11,791	3,095	4,235	1,320	12,028	1,959

We Cover The Twin Cities Better Than A Snowstorm In January.

Minneapolis
STAR Tribune
1A Metro

MINN. (cont.)

ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Itasca	45.2	.0190	31.8	9.8	16.2	17.3	27.5	16.3	106,323	42,458	12,011	9,596	2,719	42,859	6,504
Jackson	13.2	.0056	34.1	11.4	13.9	15.6	33.1	4.9	49,462	6,030	4,359	1,115	1,698	15,908	1,531
Kanabec	13.1	.0055	32.6	9.3	[illegible]	17.9	28.7	4.8	47,452	13,712	4,339	806	1,119	9,620	1,444
Kandiyohi	38.7	.0162	31.5	13.1	16.1	15.9	28.5	13.9	224,717	40,711	15,049	23,951	12,134	56,710	5,092
Kittson	6.5	.0027	36.6	8.4	14.4	15.9	35.9	2.4	24,760	7,073	1,199	206	542	4,067	673
Koochiching	17.3	.0073	31.7	10.1	16.0	17.8	27.0	6.2	86,997	19,282	7,842	9,280	1,386	14,422	3,613
Lac qui Parle	10.2	.0043	37.4	8.9	13.1	15.3	37.3	3.8	37,448	7,691	2,609	1,183	1,884	6,904	1,032
Lake	12.6	.0053	32.8	10.1	16.0	19.9	26.6	4.5	54,590	8,180	3,355	890	244	23,421	968
Lake of the Woods	3.9	.0016	36.7	8.4	12.9	18.7	33.6	1.5	19,679	4,206	1,623	1,030	105	1,531	515
Le Sueur	23.9	.0100	32.2	9.8	14.6	17.1	28.7	8.5	82,491	15,484	10,496	1,944	3,058	17,571	3,626
Lincoln	8.0	.0034	37.2	8.0	11.9	16.2	36.4	2.9	17,198	3,842	865	249	724	4,332	740
Lyon	25.4	.0106	30.4	14.7	14.9	15.5	27.6	8.9	134,242	30,076	9,520	13,177	4,799	27,812	2,973
McLeod	30.6	.0129	32.2	10.1	16.1	17.2	28.3	11.0	177,143	36,460	12,830	16,342	6,225	45,124	4,022
Mahnomen	5.3	.0022	32.4	8.4	11.7	15.8	31.2	1.7	16,398	5,461	1,180	1,214	270	2,244	872
Marshall	12.7	.0053	33.1	8.5	14.2	16.2	31.1	4.5	24,687	4,955	2,384	428	419	9,261	683
Martin	24.7	.0104	34.4	10.1	15.0	16.2	33.0	9.6	135,213	27,639	10,033	14,277	8,036	33,158	4,611
Meeker	21.3	.0089	33.4	9.1	14.7	15.9	31.7	7.6	86,426	15,397	8,192	4,471	2,801	21,024	1,996
Mille Lacs	19.3	.0081	33.4	9.3	14.1	16.7	31.0	7.0	83,864	26,009	4,218	3,907	4,054	7,601	1,740
Morrison	30.4	.0128	30.9	9.6	13.6	15.8	28.6	10.1	125,886	30,850	8,968	2,473	3,250	20,856	5,363
Mower	39.0	.0164	35.6	9.8	13.7	16.0	34.6	15.0	213,663	39,490	18,480	16,372	9,048	48,222	8,547
Murray	11.2	.0047	34.0	8.7	13.9	15.4	33.3	4.0	44,828	6,693	2,482	2,536	1,514	8,819	5,908
Nicollet	27.8	.0116	28.5	17.4	17.1	16.5	22.3	9.3	90,273	22,099	11,118	846	2,540	26,990	1,785
Nobles	21.4	.0090	33.6	10.8	14.1	16.5	31.5	7.9	144,679	27,834	10,712	6,608	9,789	32,565	5,640
Norman	8.9	.0038	37.9	7.7	12.5	15.6	37.5	3.3	22,900	5,848	1,177	169	306	7,349	978
Otter Tail	54.0	.0227	36.0	9.4	13.7	16.6	34.5	19.6	236,687	45,791	16,949	18,877	10,846	61,028	7,946
Pennington	15.4	.0064	31.1	12.7	15.9	16.3	27.6	5.7	82,604	16,000	5,266	7,186	2,572	19,225	2,699
Pine	21.3	.0090	33.2	9.4	14.3	17.1	30.4	7.4	88,435	13,508	12,754	2,566	1,293	20,940	1,895
Pipestone	10.9	.0045	35.2	10.5	12.8	15.1	35.1	4.2	55,113	12,303	3,476	2,353	2,980	10,420	2,040
Polk	34.4	.0145	32.5	11.5	14.4	15.7	30.7	12.5	154,148	40,780	16,253	3,107	4,884	32,539	3,068
Pope	11.9	.0050	37.0	8.6	13.1	15.5	36.7	4.5	38,784	9,082	4,077	638	461	9,842	1,760
Red Lake	5.3	.0023	31.9	10.1	12.8	16.1	29.8	1.8	14,209	2,552	798	625	752	5,765	212
Redwood	18.5	.0077	34.8	9.2	13.6	15.8	33.9	6.7	78,876	16,383	6,183	3,259	5,213	19,433	2,066
Renville	19.9	.0084	34.7	9.6	13.7	15.4	34.1	7.4	74,634	16,249	4,093	1,214	1,662	20,898	1,923
Rice	47.6	.0200	28.5	18.1	15.1	16.7	23.5	15.4	224,410	51,605	21,983	12,314	8,984	46,866	7,796
Rock	10.5	.0044	33.8	9.6	14.0	15.6	32.8	3.8	57,169	12,584	3,454	2,463	1,411	20,371	1,148
Roseau	13.0	.0054	32.4	10.0	14.4	16.4	29.8	4.6	53,128	13,107	2,136	1,828	2,822	18,133	1,961
Sibley	15.2	.0064	34.5	9.5	13.2	17.1	32.2	5.5	46,033	12,471	3,102	2,050	1,532	12,270	1,065
Steele	30.9	.0129	30.9	12.1	16.6	16.7	26.5	10.9	167,851	28,108	11,391	10,928	10,349	44,781	5,098
Stevens	11.1	.0047	29.8	18.2	13.5	14.3	28.7	3.8	56,998	12,043	5,183	2,667	2,604	17,778	3,973
Swift	12.7	.0053	34.7	9.2	13.1	14.9	34.8	4.7	55,850	12,037	3,386	2,868	517	7,140	2,765
Todd	26.2	.0110	32.7	9.2	13.6	16.2	30.6	9.2	77,860	19,287	3,996	2,970	1,147	20,250	2,793
Traverse	5.3	.0022	39.6	8.0	11.1	16.6	38.3	1.8	22,066	4,672	923	782	590	7,442	1,087
Wabasha	20.0	.0084	32.5	9.6	15.6	16.0	30.1	7.3	76,412	13,698	4,832	1,416	2,151	31,880	3,260
Wadena	14.5	.0061	33.7	9.5	12.6	16.5	31.9	5.0	71,413	15,722	3,737	4,745	2,349	10,452	2,801
Waseca	19.0	.0080	30.8	12.4	16.2	15.1	28.1	6.8	64,609	19,872	3,962	3,526	3,534	10,778	3,147
Watonwan	12.0	.0050	35.7	9.7	14.0	16.7	34.2	4.7	49,039	10,694	3,102	3,024	1,104	18,277	1,064
Wilkin	8.2	.0034	33.0	10.8	13.8	16.0	31.2	2.8	37,006	8,080	4,664	399	1,148	8,606	1,697
Winona	46.1	.0194	29.6	18.4	15.2	15.2	26.5	15.9	247,639	59,993	23,740	23,034	9,013	49,022	6,238
Yellow Medicine	13.1	.0055	35.5	11.3	12.6	15.6	35.0	4.7	44,108	11,055	3,183	923	2,355	6,183	2,505
TOTAL METRO COUNTIES	**2,707.9**	**1.1364**	**30.3**	**13.1**	**19.2**	**18.6**	**22.5**	**1,009.6**	**16,180,753**	**3,216,880**	**1,502,662**	**2,560,865**	**799,311**	**4,085,420**	**430,630**
TOTAL STATE	**4,103.6**	**1.7337**	**31.0**	**13.3**	**17.5**	**17.7**	**25.3**	**1,530.7**	**25,127,747**	**4,750,755**	**2,002,460**	**2,992,154**	**1,056,367**	**5,616,585**	**609,995**

MINN.

ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
DULUTH	**2,668,836**	**25,307**	**21.5**	**31.6**	**20.8**	**8.0**	**.1061**
St. Louis	2,237,263	25,718	21.0	31.5	21.3	8.1	.0896
• Duluth	920,511	22,923	24.1	30.3	17.9	8.1	.0395
Douglas, Wisc.	*431,573*	*23,549*	*24.2*	*31.2*	*18.6*	*7.6*	*.0165*
• Superior	*292,678*	*22,684*	*25.1*	*29.2*	*18.1*	*8.1*	*.0120*
SUBURBAN TOTAL	1,455,647	27,586	19.1	32.8	23.3	7.9	.0546
FARGO - MOORHEAD	**1,668,174**	**27,209**	**20.5**	**30.2**	**21.5**	**13.7**	**.0670**
Clay	446,911	22,961	24.3	34.2	16.7	6.7	.0181
• Moorhead	271,275	22,813	24.8	33.1	17.0	7.0	.0120
Cass, N. D.	*1,221,263*	*30,083*	*18.7*	*28.4*	*23.7*	*17.0*	*.0489*
• Fargo	*870,703*	*29,264*	*19.8*	*27.7*	*23.1*	*16.6*	*.0380*
SUBURBAN TOTAL	526,196	27,907	19.1	32.3	21.7	13.2	.0170
MINNEAPOLIS - ST. PAUL	**29,302,767**	**32,698**	**16.3**	**27.6**	**25.4**	**20.1**	**1.0986**
Anoka	2,529,306	35,093	11.3	29.9	34.6	17.9	.0895
Carver	466,260	31,511	15.8	30.3	26.3	16.9	.0152
Chisago	264,195	26,530	20.3	35.0	22.0	6.9	.0102
Dakota	2,868,350	36,762	13.1	26.5	29.7	24.1	.1026
Hennepin	13,620,967	32,060	17.1	26.6	23.4	21.4	.5198
• Bloomington	1,325,125	40,672	9.7	24.4	28.5	32.9	.0521
Brooklyn Park	642,739	35,148	12.4	29.9	33.3	17.0	.0200
Edina	976,374	45,795	11.0	19.9	19.9	44.5	.0398
• Minneapolis	4,589,269	23,596	23.6	28.6	17.8	11.4	.1715
St. Louis Park	671,904	33,838	15.9	28.5	25.4	22.5	.0254
Isanti	234,152	25,639	21.5	35.8	20.2	7.6	.0083
Ramsey	5,991,462	30,467	18.3	28.3	23.4	18.2	.2377
• St. Paul	3,285,412	26,092	22.0	29.3	20.0	13.2	.1294
Scott	527,631	32,169	15.9	31.6	27.8	15.2	.0189
Washington	1,702,704	40,280	10.1	22.2	32.0	29.7	.0555
Wright	604,402	27,194	19.6	35.7	22.2	9.1	.0234
St. Croix, Wisc.	*493,130*	*29,696*	*18.1*	*31.2*	*26.7*	*13.3*	*.0175*
SUBURBAN TOTAL	20,102,961	36,052	13.3	27.2	28.7	23.5	.7456
ROCHESTER	**1,185,661**	**31,340**	**17.6**	**29.5**	**25.7**	**16.9**	**.0484**
Olmsted	1,185,661	31,340	17.6	29.5	25.7	16.9	.0484
• Rochester	751,348	30,845	18.5	28.7	25.7	16.4	.0341
SUBURBAN TOTAL	434,313	32,106	16.0	31.0	25.9	17.8	.0143
ST. CLOUD	**1,573,118**	**25,594**	**22.0**	**34.0**	**19.7**	**9.4**	**.0794**

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Benton	257,575	25,841	20.8	33.1	20.9	9.3	.0093
Sherburne	323,349	29,230	17.2	35.1	25.1	11.0	.0116
Stearns	992,194	24,413	23.8	34.0	17.7	8.9	.0545
• St. Cloud	406,457	23,593	24.8	31.5	18.2	8.1	.0321
SUBURBAN TOTAL	1,166,661	26,291	21.0	34.9	20.2	9.8	.0433
OTHER COUNTIES							
Aitkin	85,224	13,803	34.4	24.8	5.2	.7	.0041
Becker	222,382	17,390	32.2	29.5	8.7	4.0	.0097
Beltrami	261,911	19,389	27.4	29.1	13.5	5.9	.0128
Big Stone	68,112	20,455	27.0	32.1	12.0	7.1	.0027
Blue Earth	486,819	22,720	26.1	33.4	16.0	7.4	.0225
Brown	254,572	22,564	24.1	35.2	15.0	6.6	.0108
Carlton	295,418	26,873	20.7	31.8	21.9	10.1	.0117
Cass	158,742	16,355	33.0	27.7	8.5	2.9	.0071
Chippewa	132,117	20,547	27.3	32.1	13.6	5.8	.0053
Clearwater	53,192	14,043	30.7	25.9	6.6	1.6	.0026
Cook	38,261	18,653	28.6	29.8	13.2	3.3	.0016
Cottonwood	121,081	19,682	28.7	31.4	11.2	6.5	.0054
Crow Wing	378,293	19,585	27.6	30.9	12.9	5.2	.0176
Dodge	131,043	22,755	23.9	37.6	15.2	4.8	.0046
Douglas	243,775	19,024	28.6	31.7	11.2	4.4	.0110
Faribault	153,922	18,388	31.0	31.8	9.8	3.7	.0067
Fillmore	153,238	16,824	30.8	30.1	7.5	3.3	.0075
Freeborn	306,887	21,122	25.9	36.0	13.1	4.0	.0139
Goodhue	388,408	24,751	22.4	33.5	19.0	8.3	.0160
Grant	62,869	19,704	29.0	30.9	11.9	6.4	.0023
Houston	154,531	22,246	25.0	34.2	15.7	6.1	.0057
Hubbard	119,370	17,976	31.2	29.5	10.6	4.3	.0051
Isanti	393,804	22,929	24.0	35.4	16.2	4.9	.0158
Jackson	113,796	20,694	27.2	32.8	12.9	6.0	.0044
Kanabec	103,878	19,100	29.2	31.6	12.2	3.8	.0042
Kandiyohi	346,374	21,521	27.2	33.3	14.1	6.8	.0152
Kittson	51,843	18,894	28.9	31.2	11.1	4.7	.0021
Koochiching	137,526	21,147	24.1	35.3	14.5	3.0	.0062
Lac qui Parle	78,399	17,754	30.1	29.9	9.7	3.9	.0032
Lake	116,144	24,215	23.6	42.6	13.4	6.0	.0045
Lake of the Woods	26,066	15,526	35.6	29.3	4.5	1.4	.0014
Le Sueur	199,283	21,366	25.7	35.0	13.4	5.2	.0077
Lincoln	48,276	13,514	34.6	21.1	5.7	2.5	.0021
Lyon	217,556	21,411	26.1	33.0	14.6	5.9	.0094
McLeod	275,778	23,496	23.2	36.8	16.7	5.7	.0120
Mahnomen	31,845	15,772	33.8	26.0	8.9	2.5	.0014
Marshall	86,367	16,926	31.9	28.8	8.8	2.8	.0034
Martin	272,169	24,845	23.5	33.3	17.9	10.6	.0105
Meeker	184,558	21,104	25.9	30.8	15.4	6.5	.0073
Mille Lacs	155,861	19,333	28.2	31.7	11.9	4.7	.0066
Morrison	210,407	17,978	28.3	30.2	10.1	4.2	.0095
Mower	375,238	22,411	24.6	31.1	17.1	7.2	.0156
Murray	82,813	18,320	30.7	31.5	9.1	4.3	.0035
Nicollet	293,346	27,973	20.1	31.1	22.7	12.9	.0102
Nobles	166,428	18,297	30.9	30.6	10.4	4.2	.0084
Norman	74,163	19,205	27.8	30.6	11.1	6.2	.0026
Otter Tail	425,780	18,424	28.9	30.8	10.6	4.5	.01[illegible]
Pennington	107,309	16,588	33.9	28.4	8.3	2.2	.0052
Pine	145,119	16,995	29.9	30.7	9.1	2.2	.0066
Pipestone	71,849	14,329	32.8	23.6	5.8	3.0	.0036
Polk	278,206	19,429	26.9	31.8	11.8	5.1	.0119
Pope	85,068	15,970	31.5	28.1	7.1	3.6	.0036
Red Lake	31,866	15,212	30.3	26.4	8.3	1.6	.0014
Redwood	150,778	19,169	28.7	31.1	11.5	5.0	.0064
Renville	171,991	21,151	26.3	35.2	12.8	5.1	.0067
Rice	425,430	24,257	23.8	34.2	18.8	7.1	.0175
Rock	76,460	17,590	32.2	32.4	7.2	3.5	.0037
Roseau	89,296	17,643	30.0	31.7	8.8	2.4	.0040
Sibley	128,128	20,859	27.3	34.2	13.1	5.0	.0048
Steele	294,763	24,937	22.4	37.0	18.3	7.2	.0122
Stevens	82,603	18,049	29.6	31.0	9.4	4.5	.0038
Swift	102,232	18,618	28.1	30.4	10.1	5.7	.0044
Todd	181,325	16,840	29.8	28.4	9.0	3.7	.0075
Traverse	41,848	19,458	29.7	30.4	11.4	6.7	.0017
Wabasha	182,921	22,506	23.9	33.1	15.8	7.2	.0070
Wadena	107,350	17,843	29.0	26.5	13.4	4.3	.0050
Waseca	182,454	24,353	22.7	33.1	19.3	8.0	.0067
Watonwan	99,154	19,250	29.0	34.4	9.4	4.0	.0041
Wilkin	74,686	24,087	25.5	34.0	16.7	8.5	.0030
Winona	453,042	24,532	23.6	31.9	18.2	9.9	.0183
Yellow Medicine	119,662	22,025	24.6	31.5	15.1	8.5	.0044
TOTAL METRO COUNTIES	**34,252,582**	**31,428**	**17.2**	**28.4**	**24.6**	**18.3**	**1.3126**
TOTAL STATE	**46,673,987**	**27,037**	**20.6**	**29.6**	**20.8**	**13.9**	**1.8383**

MISSISSIPPI

MISS.

S&MM ESTIMATES

POPULATION—12/31/84 · RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BILOXI - GULFPORT	**195.4**	**.0821**	**29.1**	**14.2**	**16.6**	**17.5**	**22.7**	**68.9**	**1,011,365**	**209,459**	**109,813**	**162,702**	**37,785**	**251,025**	**37,840**
Hancock	28.7	.0121	31.9	9.7	14.3	17.6	28.0	10.0	104,221	35,262	6,981	12,458	2,362	23,098	3,084
Harrison	166.7	.0700	28.7	14.9	17.1	17.5	21.7	58.9	907,144	174,197	102,832	150,244	35,423	227,927	34,756
• Biloxi	49.6	.0208	26.6	21.6	17.3	14.6	20.8	17.3	313,071	47,809	46,625	89,497	12,879	42,711	13,133
• Gulfport	40.6	.0170	32.5	12.2	16.3	17.1	28.8	16.1	417,919	77,253	42,718	38,689	20,294	143,705	15,892
SUBURBAN TOTAL	105.2	.0443	29.0	11.4	16.3	19.1	21.2	35.5	280,375	84,397	20,470	34,516	4,612	64,609	8,815
JACKSON	**391.1**	**.1640**	**29.1**	**13.3**	**18.2**	**17.3**	**21.9**	**136.6**	**2,068,624**	**415,789**	**147,035**	**324,107**	**90,133**	**507,432**	**76,119**
Hinds	265.8	.1115	29.0	14.3	18.4	16.6	22.5	95.4	1,731,749	315,958	125,721	291,734	71,309	450,452	64,387
• Jackson	213.9	.0898	29.2	14.3	19.0	16.1	22.9	79.0	1,610,412	275,408	120,291	272,021	72,472	426,481	57,246
Madison	46.6	.0195	27.7	12.4	17.3	15.2	22.3	15.0	121,159	35,698	6,966	8,043	4,239	30,791	2,877
Rankin	78.7	.0330	30.0	10.2	18.6	21.1	19.6	26.2	215,716	64,133	14,348	24,330	14,585	26,189	8,855
SUBURBAN TOTAL	177.2	.0742	29.0	12.1	17.3	18.7	20.8	57.6	458,212	140,381	26,744	52,086	17,661	80,951	18,873
PASCAGOULA	**126.2**	**.0530**	**28.2**	**11.9**	**17.6**	**19.9**	**18.1**	**42.5**	**531,094**	**151,630**	**41,982**	**95,570**	**16,171**	**100,690**	**17,687**
Jackson	126.2	.0530	28.2	11.9	17.6	19.9	18.1	42.5	531,094	151,630	41,982	95,570	16,171	100,690	17,687
• Pascagoula	30.7	.0129	28.7	14.5	18.0	18.6	20.0	11.1	270,387	62,786	21,100	33,574	10,405	79,378	8,130
SUBURBAN TOTAL	95.5	.0401	28.0	11.1	17.4	20.4	17.4	31.4	260,707	88,844	20,882	61,996	5,766	21,292	9,557
OTHER COUNTIES															
Adams	38.5	.0162	30.8	11.4	15.1	17.0	26.6	13.4	280,606	50,747	15,837	47,919	10,270	84,672	10,436
Alcorn	34.5	.0145	32.6	9.9	16.0	19.3	26.8	13.0	165,890	38,204	12,320	19,153	4,865	36,100	6,565
Amite	13.3	.0056	31.8	10.0	12.9	15.4	30.4	4.5	27,509	9,478	1,281	1,600	770	6,813	802
Attala	19.6	.0082	34.3	9.2	12.7	16.2	32.9	6.9	65,116	14,407	3,013	10,642	4,374	11,311	3,426
Benton	8.5	.0036	30.6	11.1	12.7	15.5	28.9	2.6	7,994	3,920	590	222	447	1,174	193
Bolivar	44.6	.0187	25.8	13.2	13.8	13.0	24.3	13.9	152,659	38,561	6,922	18,802	6,925	33,981	6,315
Calhoun	15.6	.0065	32.8	10.4	14.2	16.5	30.4	5.6	39,995	12,231	1,559	4,213	1,711	7,832	1,180
Carroll	9.9	.0042	32.3	10.2	13.1	16.6	29.8	3.3	13,006	3,528	205		434	598	259
Chickasaw	18.2	.0076	30.7	10.5	14.9	16.8	26.8	6.1	71,893	18,886	1,989	7,124	9,736	17,352	2,935

MISS. (cont.) S&MM ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Choctaw	9.2	.0039	31.8	9.9	13.8	16.6	29.0	3.1	16,594	5,631	530	1,346	697	3,536	943
Claiborne	12.9	.0054	25.4	20.6	13.4	12.9	24.3	3.8	22,175	8,541	899	1,387	760	1,943	1,032
Clarke	17.6	.0074	32.0	10.1	14.6	16.6	28.9	6.2	51,826	16,635	1,038	4,902	2,719	7,961	1,932
Clay	21.9	.0092	28.9	12.6	15.5	15.6	24.9	7.2	68,328	23,303	3,008	10,463	2,559	13,823	2,758
Coahoma	35.5	.0149	27.8	11.2	13.1	14.2	26.5	11.7	168,763	50,912	7,964	16,840	5,796	37,791	4,914
Copiah	27.1	.0113	30.1	13.0	13.6	15.3	28.0	8.9	73,320	19,827	2,575	6,962	2,852	19,703	4,062
Covington	16.6	.0070	31.1	10.4	13.3	17.3	27.6	5.6	44,271	10,641	880	2,937	1,187	11,742	2,128
☐ De Soto	60.1	.0252	29.1	9.7	17.0	22.0	17.9	19.4	168,787	65,194	8,705	15,181	2,838	34,908	4,751
Forrest	69.7	.0293	28.5	18.0	16.1	15.3	24.3	25.2	519,324	103,270	41,801	89,004	29,290	116,161	17,907
Hattiesburg	42.2	.0177	27.3	22.9	16.2	12.9	24.6	15.6	438,312	70,438	38,665	68,018	27,373	108,463	14,009
Franklin	8.4	.0035	33.2	10.2	13.6	16.0	31.5	3.0	12,080	3,196	175	571	758	3,142	1,338
George	16.3	.0068	29.5	10.0	15.2	18.4	23.3	5.3	49,021	17,927	2,590	7,538	714	10,690	1,428
Greene	10.3	.0044	29.7	10.5	14.4	17.3	25.0	3.2	10,738	3,128	329	361	714	2,656	1,104
Grenada	21.4	.0089	30.8	10.8	14.9	16.7	27.0	7.5	141,880	24,583	6,672	17,622	2,978	59,262	3,255
Holmes	23.1	.0097	27.8	12.2	11.5	12.7	29.0	7.3	73,111	35,109	1,498	3,264	1,231	11,916	3,051
Humphreys	13.8	.0058	26.7	11.2	11.9	13.8	26.4	4.5	44,521	15,761	1,714	2,697	2,717	8,212	1,481
Issaquena	2.4	.0010	26.8	12.3	13.5	16.2	22.7	.8	772	772					
Itawamba	21.5	.0090	33.4	10.8	14.7	18.8	28.9	7.7	47,226	12,500	1,852	6,972	1,460	13,745	1,481
Jasper	17.7	.0074	30.8	10.5	14.0	16.0	28.1	6.0	39,181	10,252	1,575	2,393	898	11,908	1,841
Jefferson	9.4	.0040	27.6	12.1	13.6	14.0	26.0	2.9	10,578	3,218	240	761	131	2,239	729
Jefferson Davis	14.2	.0059	29.8	10.0	14.0	15.2	27.5	4.5	29,986	9,910	1,073	3,762	363	6,157	460
Jones	63.3	.0266	32.1	11.5	15.8	17.6	27.8	22.7	329,935	68,443	20,389	49,777	20,688	79,088	14,720
Kemper	10.2	.0043	30.8	10.5	13.8	14.5	29.7	3.4	17,318	5,778	552	1,241	438	2,294	460
Lafayette	30.8	.0129	27.8	21.9	16.0	16.0	22.5	11.4	102,220	26,169	7,573	11,354	3,501	19,634	3,458
Lamar	26.9	.0113	28.9	12.1	17.3	18.6	20.8	9.0	46,712	17,176	1,028	8,005	288	8,235	2,449
Lauderdale	80.6	.0338	31.0	12.4	16.1	16.6	26.9	29.2	462,597	90,380	33,567	75,366	20,227	112,437	21,038
Meridian	48.0	.0201	33.0	10.5	15.7	15.8	31.0	18.7	424,001	81,604	29,304	74,227	19,304	110,312	20,551
Lawrence	12.9	.0054	30.5	10.9	14.1	17.3	26.3	4.4	33,680	9,902	978	675	1,578	11,096	2,208
Leake	19.3	.0081	33.2	9.8	13.7	16.4	31.1	6.8	57,031	13,041	1,835	12,177	1,963	12,807	2,883
Lee	61.6	.0259	31.1	10.8	16.9	19.1	24.3	22.4	461,673	84,321	21,266	73,232	17,282	119,930	13,170
Leflore	41.4	.0173	27.0	15.2	13.5	13.8	25.4	13.3	190,291	47,120	15,475	26,355	10,930	39,630	6,101
Lincoln	31.3	.0132	31.3	10.2	15.2	16.5	27.9	10.9	154,715	34,590	6,253	21,324	4,999	38,009	9,129
Lowndes	59.8	.0251	28.0	14.7	17.2	17.0	20.8	20.4	331,940	83,729	19,338	42,815	17,884	60,982	10,269
Marion	26.6	.0112	30.9	10.6	14.5	16.2	27.9	9.1	104,339	36,833	4,653	12,691	3,866	17,019	4,415
Marshall	31.7	.0133	27.7	12.8	13.9	16.4	23.5	9.6	60,388	18,269	2,518	9,295	967	11,103	1,985
Monroe	36.7	.0154	31.3	10.2	14.9	17.4	27.2	12.7	115,031	31,327	4,684	16,479	4,243	30,007	5,647
Montgomery	13.3	.0056	34.3	9.6	12.3	16.1	33.1	4.5	41,092	13,464	1,271	7,792	1,437	6,666	1,775
Neshoba	24.9	.0104	31.8	9.7	15.0	16.3	28.9	8.9	90,914	26,755	3,249	15,136	1,475	17,223	2,881
Newton	20.3	.0086	33.7	11.1	13.4	16.4	31.9	7.3	60,351	19,651	1,885	4,574	1,366	18,515	1,416
Noxubee	12.8	.0053	28.4	11.5	12.8	14.2	27.3	4.1	27,823	11,620	194	2,567	1,682	3,916	2,325
Oktibbeha	38.0	.0160	24.2	28.2	15.2	13.9	17.7	12.0	133,428	32,204	10,375	15,658	6,282	27,561	3,617
Panola	28.9	.0121	29.8	10.6	13.6	15.1	27.9	9.5	95,908	27,569	3,818	12,472	2,709	26,318	4,198
Pearl River	37.0	.0155	30.5	10.8	15.1	19.1	24.1	12.5	132,576	31,196	8,294	15,147	6,488	36,217	8,878
Perry	10.4	.0044	29.5	10.7	14.5	18.2	23.8	3.5	23,917	13,243	374	3,326	545	1,861	845
Pike	37.7	.0158	31.1	10.5	14.4	16.0	28.5	13.1	190,114	40,022	17,075	21,102	11,077	41,093	9,976
Pontotoc	22.4	.0094	32.7	10.1	15.2	17.2	29.2	8.0	51,921	20,687	2,234	7,262	1,715	5,365	1,726
Prentiss	25.4	.0107	32.5	11.1	14.7	18.1	28.2	9.0	66,817	20,509	3,432	7,148	1,809	18,951	2,828
Quitman	11.4	.0048	28.6	10.2	12.7	13.7	28.2	3.8	38,004	13,956	1,114	6,034	1,095	5,436	1,403
Scott	25.5	.0107	30.6	10.5	14.9	17.1	26.3	8.9	93,188	25,571	4,078	11,136	3,564	22,950	3,730
Sharkey	7.8	.0033	26.5	11.1	14.0	13.7	24.3	2.3	21,386	8,465	785	2,064	185	3,616	554
Simpson	24.7	.0103	31.2	10.0	15.1	16.9	27.4	8.2	76,822	21,445	3,700	10,332	1,657	20,431	4,055
Smith	15.6	.0066	31.9	10.1	14.7	17.5	27.9	5.3	32,534	10,353	499	1,344	503	10,011	765
Stone	10.2	.0043	29.3	15.2	14.7	16.6	25.0	3.3	35,438	8,326	1,928	1,408	469	9,759	1,599
Sunflower	35.7	.0149	27.4	13.3	15.9	13.8	24.1	10.3	98,287	28,069	4,419	13,866	1,892	23,358	3,666
Tallahatchie	16.2	.0068	28.8	10.3	12.4	14.6	27.7	5.3	31,058	10,523	956	3,697	977	6,551	2,210
Tate	20.9	.0088	28.3	15.1	14.1	16.6	24.0	6.5	97,254	31,828	6,898	10,469	897	23,087	1,517
Tippah	19.6	.0082	32.8	10.5	14.2	17.3	29.6	6.9	71,580	20,512	2,212	9,409	2,802	17,434	2,151
Tishomingo	19.1	.0081	34.1	9.8	15.9	19.1	29.5	7.2	53,215	20,476	1,378	8,287	3,522	6,748	1,999
Tunica	9.1	.0038	25.4	10.6	12.4	11.8	26.3	2.9	28,661	5,511	1,479	4,830	774	6,986	1,627
Union	22.6	.0095	33.4	9.5	15.3	17.3	30.3	8.5	70,724	15,280	4,636	11,935	3,041	10,937	2,596

Guess which two mississippi papers had record national advertising gains again last year!
Call me, and I'll show you why!

DEBI GUTIERREZ, Nat'l Adv. Mgr.
(601) 896-2395
or call your nearest
BRANHAM rep!

THE SUN & THE HERALD
SERVING BILOXI-GULFPORT-PASCAGOULA, MISSISSIPPI TWICE A DAY

MISS. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Walthall	14.1	.0059	30.9	9.9	13.3	16.2	28.3	4.7	32,224	6,472	1,311	3,955	855	10,087	1,238
Warren	53.4	.0224	29.8	11.0	16.7	17.1	24.2	18.7	251,382	68,539	20,562	38,856	8,261	52,546	10,440
Washington	72.0	.0302	27.8	10.9	15.0	15.1	24.0	23.4	335,934	73,179	17,656	65,779	15,791	75,184	9,864
Greenville	40.3	.0169	28.7	10.8	14.7	14.9	25.8	13.4	289,453	57,046	16,791	63,784	13,123	67,428	8,117
Wayne	20.4	.0086	28.9	11.7	15.3	17.1	23.5	6.6	62,457	18,735	2,538	5,542	4,259	10,260	2,751
Webster	10.1	.0042	35.8	9.9	12.6	17.2	33.7	3.6	26,466	7,141	841	2,294	1,136	7,466	1,249
Wilkinson	9.9	.0042	31.6	11.0	13.5	15.0	30.4	3.2	22,290	8,666	701	3,094	792	3,273	984
Winston	19.5	.0082	32.2	9.5	14.5	16.0	30.0	6.7	53,385	13,485	1,501	6,686	3,091	13,802	3,258
Yalobusha	13.5	.0056	33.1	10.4	13.8	14.9	32.5	4.9	58,603	32,499	2,139	4,597	2,050	5,615	1,257
Yazoo	27.2	.0114	30.4	10.6	13.2	15.2	28.7	9.2	91,798	28,728	3,484	9,201	3,212	17,671	3,996
TOTAL METRO COUNTIES	**772.8**	**.3243**	**28.9**	**13.0**	**17.5**	**18.2**	**21.2**	**267.4**	**3,779,870**	**842,072**	**307,535**	**597,560**	**146,927**	**894,055**	**136,397**
TOTAL STATE	**2,627.2**	**1.1026**	**29.7**	**12.4**	**15.6**	**16.8**	**24.9**	**899.2**	**11,093,694**	**2,708,907**	**704,789**	**1,594,502**	**450,547**	**2,565,642**	**421,658**

MISS.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BILOXI - GULFPORT	**1,747,527**	**20,361**	**27.8**	**29.2**	**14.2**	**7.5**	**.0737**
Hancock	221,816	18,152	29.9	27.6	11.4	5.9	.0091
Harrison	1,525,711	20,752	27.4	29.6	14.7	7.7	.0646
• Biloxi	452,706	19,095	31.1	28.7	11.8	6.7	.0202
• Gulfport	404,840	19,860	27.7	28.1	13.7	7.9	.0209
SUBURBAN TOTAL	889,981	21,334	26.3	30.0	15.6	7.7	.0326
JACKSON	**3,803,944**	**23,316**	**23.4**	**28.4**	**17.3**	**11.4**	**.1545**
Hinds	2,646,341	22,745	24.0	28.3	16.4	11.3	.1137
• Jackson	2,182,331	22,503	24.6	29.0	15.9	10.9	.0976
Madison	354,055	18,620	26.3	24.6	14.0	8.3	.0136
Rankin	803,548	28,333	20.0	30.2	22.8	[illegible]	.0272
SUBURBAN TOTAL	1,621,613	24,632	21.7	27.5	19.4	[illegible]	[illegible]
PASCAGOULA	**1,207,727**	**26,169**	**21.0**	**34.1**	**21.1**	**9.4**	**.0463**

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Jackson	1,207,727	26,169	21.0	34.1	21.1	9.4	.0463
• Pascagoula	320,868	24,602	23.5	32.1	18.7	10.1	.0151
SUBURBAN TOTAL	886,859	26,668	20.1	34.9	22.0	9.1	.0312
OTHER COUNTIES							
Adams	299,289	17,440	24.4	24.8	13.0	7.2	.0155
Alcorn	284,238	17,952	27.5	28.0	11.3	5.3	.0123
Amite	100,469	17,364	26.0	23.2	13.6	7.3	.0036
Attala	120,179	13,910	29.1	24.8	6.0	3.0	.0055
Benton	52,076	17,127	29.6	28.6	8.8	4.1	.0019
Bolivar	262,244	13,690	26.7	20.8	7.7	6.0	.0124
Calhoun	95,004	14,093	31.8	24.3	7.1	1.5	.0041
Carroll	57,667	14,079	29.0	23.9	7.5	2.7	.0023
Chickasaw	110,187	15,508	30.6	29.2	6.2	2.1	.0053

KANSAS CITY IS ON TOP. . . EXCEPT IN ONE AREA.

When it comes to significant consumer categories, Kansas City is undoubtedly near the top. Our muscular Midwestern metro area ranks 27th in adult population nationwide — and Kansas City places even higher in several important categories among the nation's largest cities:

- third in general merchandise store sales per household;
- 10th in eating and drinking places sales per household;
- 11th in total retail sales per household;
- 17th in median effective buying income per household; and
- 20th in food store sales per household.

But we're the first to admit that Kansas City is actually near the bottom of the heap in one category:

- *fifth lowest in cost per thousand.*

That's among the top major metropolitan newspapers, based on general page cost.

In some categories, clearly, it's better at the bottom!
Call (816) 234-4125 for general advertising information.

Source: S&MM Survey of Buying Power, 1984

THE KANSAS CITY STAR.
The Kansas City Times

MISS. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Choctaw	50,087	13,105	31.4	21.7	5.4	2.4	.0021
Claiborne	72,663	13,659	22.1	20.2	12.1	4.8	.0030
Clarke	123,218	17,418	25.0	30.4	9.6	3.8	.0051
Clay	156,779	18,958	25.1	30.7	11.7	4.8	.0064
Coahoma	206,767	12,953	26.8	20.8	8.2	3.8	.0109
Copiah	173,476	14,855	29.0	24.6	8.3	4.1	.0073
Covington	109,153	15,006	29.3	23.6	8.9	4.9	.0046
☐ De Soto	527,989	26,572	20.4	33.2	22.3	7.7	.0192
Forrest	581,012	18,339	26.7	26.6	12.8	6.8	.0292
Hattiesburg	362,999	17,393	26.6	24.5	11.9	7.7	.0207
Franklin	60,134	16,130	24.3	23.6	14.2	3.9	.0021
George	129,269	22,222	22.7	32.4	15.0	7.1	.0050
Greene	58,977	15,767	27.2	28.7	9.5	1.7	.0022
Grenada	163,422	18,578	24.9	29.4	11.9	5.2	.0083
Holmes	98,717	9,291	26.2	14.7	4.4	1.5	.0056
Humphreys	58,507	8,749	24.8	14.2	3.9	2.1	.0033
Issaquena	12,517	10,714	29.0	14.0	5.6	4.5	.0004
Itawamba	148,402	17,068	31.8	32.2	6.7	2.3	.0058
Jasper	103,591	14,482	31.5	25.5	5.8	2.6	.0044
Jefferson	48,446	11,926	25.3	20.2	8.0	3.3	.0021
Jefferson Davis	93,926	16,458	29.0	24.1	10.7	6.5	.0037
Jones	501,383	18,859	27.5	30.8	11.1	5.1	.0226
Kemper	55,647	13,034	29.9	24.4	5.3	1.8	.0024
Lafayette	261,509	17,784	25.5	26.3	11.9	6.5	.0101
Lamar	215,086	21,042	24.1	31.9	14.1	6.5	.0074
Lauderdale	726,282	19,645	25.3	27.5	13.6	8.1	.0316
Meridian	443,853	18,792	24.5	26.2	12.9	8.3	.0225
Lawrence	98,641	18,667	24.3	27.2	13.9	6.2	.0038
Leake	104,058	12,360	31.5	21.2	4.8	1.5	.0049
Lee	514,762	20,024	27.8	33.0	11.8	5.3	.0259
Leflore	253,282	13,934	28.3	21.0	8.8	4.7	.0127
Lincoln	216,904	16,901	26.5	28.3	10.3	3.6	.0105
Lowndes	438,265	17,769	30.1	29.3	10.3	4.2	.0212
Marion	205,089	17,927	28.4	24.8	14.2	6.1	.0086
Marshall	174,866	15,118	29.1	27.1	7.3	3.1	.0075
Monroe	251,161	17,158	27.3	30.3	9.9	2.9	.0106
Montgomery	72,456	13,147	29.9	22.2	5.2	2.5	.0034
Neshoba	176,232	16,330	29.7	26.7	9.0	4.2	.0077
Newton	138,256	15,533	28.2	24.9	9.7	3.1	.0057
Noxubee	62,002	11,903	30.5	19.6	3.6	3.1	.0028
Oktibbeha	276,614	16,796	27.1	22.8	11.5	8.2	.0117
Panola	165,491	13,527	29.3	22.9	6.4	3.3	.0080
Pearl River	276,362	18,239	27.0	26.5	13.3	5.8	.0115
Perry	89,899	21,608	19.1	27.7	14.7	11.3	.0031
Pike	274,447	16,613	28.2	25.2	11.3	5.2	.0130
Pontotoc	138,147	14,495	32.5	25.9	4.9	2.5	.0057
Prentiss	162,795	15,210	31.2	27.6	5.8	2.7	.0068
Quitman	47,154	9,104	27.8	14.6	1.9	1.7	.0028
Scott	162,502	14,836	31.0	24.1	7.5	3.4	.0074
Sharkey	39,570	11,500	30.0	17.3	4.4	5.2	.0019
Simpson	183,168	18,958	27.2	28.4	14.2	5.1	.0074
Smith	102,273	15,468	28.9	24.5	10.7	3.6	.0042
Stone	78,453	20,837	23.1	30.7	15.2	6.2	.0031
Sunflower	176,284	12,542	29.5	20.9	6.2	3.1	.0087
Tallahatchie	74,103	9,935	27.3	15.5	4.2	2.7	.0035
Tate	121,054	15,444	28.8	29.3	6.4	2.1	.0063
Tippah	118,357	14,745	33.9	24.2	5.8	1.9	.0057
Tishomingo	120,208	14,937	34.0	26.9	4.7	1.5	.0051
Tunica	36,845	8,275	23.5	12.3	2.5	3.3	.0021
Union	158,641	16,056	29.9	30.0	6.2	3.1	.0066
Walthall	99,067	16,345	25.8	25.9	9.2	6.7	.0039
Warren	491,795	23,273	21.2	27.7	18.8	10.0	.0199
Washington	452,316	15,030	27.4	24.3	8.5	4.7	.0226
Greenville	254,144	14,884	27.8	23.7	8.7	4.2	.0150
Wayne	140,967	17,037	26.5	24.9	11.5	6.6	.0059
Webster	64,182	15,208	29.3	28.6	5.1	2.7	.0026
Wilkinson	58,821	15,060	28.9	23.6	7.9	4.4	.0025
Winston	133,942	16,357	29.0	28.1	8.3	4.2	.0056
Yalobusha	90,001	15,568	30.2	25.8	8.8	2.7	.0041
Yazoo	158,826	13,007	28.8	21.4	6.1	3.8	.0075
TOTAL METRO COUNTIES	**7,287,187**	**23,163**	**23.9**	**29.9**	**17.5**	**9.8**	**.2937**
TOTAL STATE	**20,075,788**	**18,099**	**26.5**	**27.1**	**12.1**	**6.3**	**.8667**

MISSOURI

MO.

S&MM ESTIMATES

POPULATION—12/31/84 — RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
COLUMBIA	**107.4**	**.0450**	**26.4**	**26.1**	**20.3**	**15.1**	**17.3**	**38.3**	**541,887**	**122,577**	**51,631**	**73,422**	**22,685**	**120,811**	**17,022**
Boone	107.4	.0450	26.4	26.1	20.3	15.1	17.3	38.3	541,887	122,577	51,631	73,422	22,685	120,811	17,022
● Columbia	63.8	.0268	24.7	34.9	18.6	12.8	16.9	22.4	496,002	108,476	49,182	73,150	21,666	108,588	16,916
SUBURBAN TOTAL	43.6	.0182	29.0	13.1	22.9	18.5	17.8	15.9	45,885	14,101	2,449	272	1,019	12,223	106
JOPLIN	**132.9**	**.0557**	**33.7**	**11.2**	**15.2**	**17.9**	**30.1**	**49.8**	**782,708**	**172,657**	**62,401**	**117,197**	**28,345**	**194,161**	**16,307**
Jasper	89.4	.0375	33.5	11.7	15.5	17.1	30.5	34.0	600,984	121,209	49,884	103,862	22,310	147,981	14,290
● Joplin	39.6	.0166	33.8	13.4	15.8	15.5	32.3	16.1	475,263	98,144	40,835	81,871	18,820	121,372	12,113
Newton	43.5	.0182	34.2	10.1	14.5	19.5	29.3	15.8	181,724	51,448	12,517	13,335	6,035	46,180	2,017
SUBURBAN TOTAL	93.3	.0391	33.6	10.2	15.0	18.8	29.1	33.7	307,445	74,513	21,566	35,326	9,525	72,789	4,194
KANSAS CITY	**1,473.1**	**.6185**	**31.8**	**11.3**	**18.1**	**19.2**	**24.9**	**552.0**	**9,666,861**	**1,807,046**	**819,676**	**1,361,738**	**383,293**	**2,344,796**	**261,494**
Cass	55.1	.0232	31.2	9.8	16.3	21.7	22.2	18.8	212,496	58,863	13,864	31,878	4,661	51,700	6,005
Clay	140.8	.0591	31.1	12.1	19.0	20.6	22.1	52.3	1,103,940	208,814	69,880	201,851	35,987	292,232	28,634
Jackson	623.5	.2617	32.1	11.9	17.9	17.9	27.0	242.0	4,749,892	835,255	460,003	613,676	178,971	1,146,795	135,496
Independence	112.6	.0473	32.4	11.5	17.6	19.0	26.5	42.8	805,607	158,065	71,258	116,803	21,656	245,106	22,578
● Kansas City	439.6	.1845	32.1	12.4	18.3	17.1	27.5	172.2	3,444,266	560,971	355,114	547,022	133,692	726,819	93,746
Lafayette	30.9	.0130	35.7	9.5	14.1	18.5	32.5	11.2	106,796	29,662	8,763	10,119	3,058	28,790	2,869
Platte	51.8	.0218	30.6	10.4	19.8	22.5	18.9	18.4	156,530	42,045	23,123	12,145	3,160	17,619	6,088
Ray	22.6	.0094	33.8	9.1	14.7	20.6	27.7	7.9	65,499	13,643	3,606	7,766	1,713	7,961	2,105
Johnson, Kans.	*298.5*	*.1253*	*31.6*	*9.8*	*20.1*	*21.4*	*21.7*	*111.8*	*2,248,091*	*370,278*	*162,261*	*345,458*	*125,196*	*558,831*	*46,663*
● Olathe	*47.8*	*.0201*	*27.4*	*12.7*	*25.0*	*18.0*	*12.9*	*16.2*	*302,235*	*66,169*	*18,889*	*32,415*	*9,987*	*97,828*	*5,162*
Overland Park	*89.7*	*.0376*	*32.4*	*9.4*	*19.1*	*21.0*	*22.1*	*33.9*	*986,820*	*107,665*	*63,938*	*236,862*	*56,957*	*257,237*	*19,269*
Leavenworth, Kans.	*58.1*	*.0244*	*31.5*	*11.2*	*18.2*	*20.7*	*22.9*	*18.3*	*193,609*	*45,439*	*13,113*	*22,298*	*8,106*	*59,984*	*4,428*
● Leavenworth	*34.9*	*.0146*	*31.3*	*12.4*	*18.3*	*19.8*	*23.4*	*11.0*	*162,501*	*37,253*	*11,257*	*20,860*	*6,532*	*49,750*	*3,579*
Miami, Kans.	*22.7*	*.0096*	*34.3*	*9.4*	*14.6*	*18.6*	*30.3*	*8.2*	*82,186*	*26,024*	*5,175*	*10,270*	*3,379*	*17,881*	*2,883*
Wyandotte, Kans.	*169.1*	*.0710*	*30.9*	*12.4*	*16.6*	*16.3*	*26.8*	*63.1*	*747,822*	*177,023*	*59,888*	*106,277*	*19,062*	*163,003*	*26,321*
● Kansas City	*157.4*	*.0661*	*30.8*	*12.5*	*16.5*	*16.2*	*27.0*	*59.2*	*702,554*	*166,734*	*58,265*	*105,829*	*18,671*	*139,917*	*25,634*
SUBURBAN TOTAL	793.4	.3332	32.1	10.2	18.0	20.9	23.9	293.4	5,055,305	975,919	376,151	655,612	214,411	1,330,482	133,373
ST. JOSEPH	**86.8**	**.0365**	**33.5**	**11.7**	**15.2**	**16.4**	**31.4**	**32.1**	**550,309**	**129,687**	**43,387**	**93,862**	**19,536**	**139,553**	**12,436**
Buchanan	86.8	.0365	33.5	11.7	15.2	16.4	31.4	32.1	550,309	129,687	43,387	93,862	19,536	139,553	12,436
● St. Joseph	75.1	.0315	33.6	11.9	15.4	15.7	32.1	28.1	535,024	127,765	41,992	91,073	19,360	137,882	12,401
SUBURBAN TOTAL	11.7	.0050	33.1	10.1	15.0	20.3	26.8	4.0	15,285	1,922	1,395	2,789	176	1,671	35

MO. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ST. LOUIS	**2,398.9**	**1.0067**	**32.0**	**11.4**	**16.7**	**18.4**	**26.6**	**866.4**	**14,301,141**	**3,003,179**	**1,275,534**	**2,070,017**	**619,941**	**3,160,605**	**386,504**
Franklin	77.6	.0326	31.2	10.7	15.6	18.6	25.5	25.7	389,935	99,664	24,829	29,341	11,491	96,998	10,348
Jefferson	161.4	.0678	29.2	11.0	18.9	20.1	18.9	51.9	528,269	155,691	28,597	65,444	13,928	100,355	9,929
St. Charles	164.6	.0690	29.0	10.8	19.6	21.4	16.9	53.8	781,958	165,800	58,390	100,660	26,480	181,579	13,598
● St. Charles	47.8	.0201	31.5	13.0	16.6	20.1	24.1	17.5	359,987	54,928	29,446	24,662	13,037	131,807	8,113
St. Louis	975.9	.4096	32.7	11.0	17.4	19.9	26.2	351.6	7,356,396	1,433,643	577,970	1,142,993	384,232	1,753,934	207,583
Florissant	56.6	.0238	31.7	12.9	15.6	20.6	24.2	18.5	330,374	112,293	26,390	19,439	13,967	91,935	14,984
University City	42.4	.0178	33.7	10.2	18.4	18.4	29.2	16.9	107,816	26,910	10,501	8,536	6,707	9,924	10,545
St. Louis city	431.4	.1810	33.7	12.3	15.1	14.1	34.0	171.2	2,465,210	576,881	349,678	265,224	79,848	420,716	77,952
● St. Louis	431.4	.1810	33.7	12.3	15.1	14.1	34.0	171.2	2,465,210	576,881	349,678	265,224	79,848	420,716	77,952
Clinton, Ill.	34.3	.0144	30.6	12.1	15.0	16.6	26.8	11.8	120,107	24,698	10,241	4,434	7,270	31,177	1,891
Jersey, Ill.	21.3	.0089	31.4	13.4	14.8	18.1	26.6	7.2	61,874	12,552	5,757	10,323	2,219	17,839	1,711
Madison, Ill.	246.9	.1036	32.7	11.4	15.7	18.5	27.9	92.1	1,286,913	282,506	108,870	213,786	44,472	290,981	32,246
● Alton	32.9	.0138	33.7	11.4	14.7	15.1	33.1	12.9	285,844	36,524	23,619	81,928	13,012	61,078	5,846
● Granite City	35.5	.0149	32.7	11.8	15.4	17.7	28.8	13.5	199,423	51,466	18,996	15,764	3,772	33,036	8,558
Monroe, Ill.	*21.1*	*.0088*	*33.4*	*10.7*	*14.6*	*18.9*	*28.8*	*7.5*	*69,040*	*19,202*	*6,211*	*11,944*	*1,518*	*15,583*	*1,988*
St. Clair, Ill.	264.4	.1110	30.5	11.9	15.6	17.3	25.6	93.6	1,241,439	232,542	104,991	225,868	48,483	251,443	29,258
● Belleville	41.7	.0175	37.3	11.2	15.3	15.4	37.0	17.1	363,430	75,734	28,611	21,401	15,874	132,184	12,931
● East St. Louis	50.2	.0211	24.5	11.8	14.4	14.3	20.6	15.8	116,369	31,027	9,071	5,726	2,914	9,662	6,213
SUBURBAN TOTAL	1,759.4	.7383	31.7	11.1	17.2	19.7	24.6	618.4	10,510,878	2,176,619	816,113	1,655,312	491,484	2,372,122	266,891
SPRINGFIELD	**222.6**	**.0934**	**31.1**	**14.9**	**17.4**	**17.8**	**25.5**	**83.5**	**1,398,058**	**289,570**	**117,891**	**231,069**	**71,485**	**332,478**	**32,851**
Christian	25.8	.0108	32.1	10.0	16.3	20.0	25.3	9.0	90,626	29,336	3,856	1,054	1,734	34,489	1,020
Greene	196.8	.0826	21.0	15.5	17.4	17.5	25.6	74.5	1,307,432	260,234	114,035	230,015	69,751	297,989	31,831
● Springfield	139.4	.0585	30.8	18.0	17.4	15.5	27.2	54.9	1,209,001	240,674	107,822	229,151	65,465	264,515	29,835
SUBURBAN TOTAL	83.2	.0349	31.7	9.5	17.4	21.5	22.7	28.6	189,057	48,896	10,069	1,918	6,020	67,963	3,016
OTHER COUNTIES															
Adair	25.5	.0107	27.7	24.9	16.4	13.5	24.5	9.3	152,458	36,993	15,373	16,766	6,767	33,185	1,847
Andrew	15.1	.0064	34.0	9.3	14.7	18.4	30.1	5.2	41,178	9,648	1,268	1,757	1,666	14,364	130
Atchison	8.4	.0035	36.8	10.3	14.1	16.0	36.0	3.2	40,638	12,195	2,804	551	600	5,442	535
Audrain	26.1	.0109	33.9	9.7	14.8	16.3	32.1	9.6	119,290	33,779	6,618	14,650	6,041	21,357	3,713
Barry	26.6	.0112	38.3	8.5	12.4	17.6	36.5	9.8	115,049	31,709	7,185	13,919	2,601	23,376	2,456
Barton	11.8	.0050	37.9	9.8	13.0	15.4	37.7	4.6	38,701	8,188	2,184	7,706	496	6,922	866
Bates	16.1	.0067	38.4	8.4	12.8	17.2	37.0	6.0	54,054	14,669	2,794	4,033	1,821	15,802	950
Benton	13.1	.0055	42.8	7.1	10.9	17.0	42.2	5.1	44,808	11,175	4,253	5,899	1,283	11,306	1,008
Bollinger	10.8	.0046	35.2	9.5	13.5	17.3	33.0	4.0	21,152	5,119	772	184	353	7,511	448
Butler	39.2	.0164	34.7	9.5	14.5	18.1	31.5	14.6	271,426	60,268	16,011	32,987	12,267	75,651	7,266
Caldwell	8.5	.0036	38.6	7.9	12.2	17.7	37.0	3.2	24,061	6,288	1,617	377	268	7,316	42
Callaway	34.4	.0144	30.7	14.0	16.9	17.6	25.1	11.4	115,721	28,168	12,046	12,736	3,441	15,719	2,264
Camden	22.9	.0096	39.9	8.5	13.3	17.8	38.4	9.0	144,266	39,396	15,493	11,648	5,545	31,654	1,529
Cape Girardeau	61.6	.0259	30.6	17.5	16.6	16.5	26.2	22.0	397,180	87,666	29,555	64,382	22,067	84,157	7,824
Carroll	11.8	.0049	37.2	8.8	13.5	16.2	36.4	4.6	37,698	10,565	2,234	3,088	1,269	5,213	1,252
Carter	6.0	.0025	33.9	8.9	14.5	18.4	30.0	2.0	11,731	2,962	1,815	449	124	242	140
Cedar	12.8	.0053	42.7	7.5	11.6	16.2	42.4	5.0	54,075	14,731	1,925	4,836	1,161	17,131	1,357
Chariton	10.4	.0044	38.9	8.9	13.0	16.0	38.4	4.0	30,350	8,903	2,096	2,572	1,275	5,433	616
Clark	8.5	.0036	34.0	9.4	14.3	17.2	31.4	3.0	28,309	4,676	1,829	3,568	361	4,564	771
Clinton	16.9	.0071	34.0	8.6	14.4	20.1	28.4	5.9	52,080	15,423	3,130	8,570	742	8,560	1,141
Cole	61.6	.0258	30.9	13.5	19.7	18.0	23.8	21.3	466,400	73,352	29,283	65,962	21,181	123,574	11,194
Cooper	14.7	.0062	35.4	9.6	13.8	16.4	34.0	5.4	64,425	15,186	3,572	4,472	2,737	17,890	2,457
Crawford	19.8	.0083	35.1	9.3	13.1	17.4	32.8	7.0	80,012	17,105	2,556	10,144	1,716	12,965	1,281
Dade	7.5	.0032	41.7	7.8	12.0	15.9	41.7	3.1	15,696	5,258	746	326	464	1,282	587
Dallas	13.2	.0055	38.0	8.4	12.4	17.5	36.2	4.7	49,385	22,532	2,068	501	3,314	8,106	996
Daviess	8.9	.0037	38.3	8.6	12.1	16.4	37.4	3.4	15,346	3,484	887	841	316	3,807	333
De Kalb	8.5	.0036	37.5	8.8	12.9	17.9	35.2	3.1	17,630	3,826	2,649	302	874	4,436	
Dent	15.6	.0066	35.3	9.5	13.8	17.8	32.6	5.6	55,316	16,321	2,796	8,952	2,656	7,866	1,358
Douglas	12.5	.0052	35.7	8.6	13.5	18.6	32.3	4.6	27,768	5,113	1,655	8,341	900	3,254	1,193
Dunklin	36.9	.0155	34.7	9.2	13.6	17.2	32.4	13.4	164,363	36,741	6,619	26,289	7,798	38,688	4,710
Gasconade	13.7	.0057	39.8	8.7	12.6	16.1	39.2	5.2	54,917	12,804	2,665	7,336	2,647	12,709	1,671
Gentry	8.0	.0034	41.2	8.5	11.9	15.8	41.0	3.0	30,653	8,511	953	1,089	686	9,160	547
Grundy	12.0	.0050	38.0	8.9	14.1	17.3	36.4	4.7	55,774	17,654	4,915	7,606	984	9,336	1,302
Harrison	9.6	.0040	40.9	9.2	11.8	16.4	40.2	4.2	69,160	14,629	1,851	7,930	1,053	14,384	1,644
Henry	20.1	.0085	38.2	8.6	13.3	16.6	37.2	7.8	91,493	25,906	7,362	12,308	4,345	12,005	5,171
Hickory	7.0	.0029	46.9	6.3	10.1	15.5	46.8	2.9	9,235	3,097	998	70	375	711	163
Holt	6.8	.0028	40.5	7.6	13.0	15.0	40.8	2.7	25,700	3,918	878	349	147	10,290	74
Howard	9.9	.0042	35.3	13.1	13.1	15.2	35.1	3.6	28,321	9,060	1,679	1,059	932	3,403	1,209
Howell	31.3	.0131	35.7	9.0	13.9	18.6	32.4	11.6	159,348	43,740	8,440	20,347	5,500	38,120	4,699
Iron	11.7	.0049	34.8	8.8	13.8	17.9	31.8	3.9	37,046	12,145	2,001	1,857	1,585	10,321	1,271
Johnson	40.0	.0168	25.1	26.4	15.6	15.2	19.3	12.7	129,706	32,861	13,988	17,709	4,180	28,933	3,620
Knox	5.6	.0023	38.9	8.5	11.6	17.1	37.8	2.1	16,021	3,385	742	1,336	896	4,710	1,017
Laclede	26.2	.0110	34.3	9.6	14.5	18.6	30.3	9.6	142,247	31,145	9,178	14,467	3,686	25,713	1,870
Lawrence	30.9	.0129	36.0	8.9	13.3	17.7	33.6	11.4	99,119	29,812	5,916	9,264	2,858	30,008	1,975
Lewis	10.8	.0046	33.9	12.4	13.3	17.5	31.1	3.9	45,389	10,111	1,881	562	809	15,552	133
Lincoln	24.0	.0101	33.4	10.0	14.2	18.3	29.5	8.1	83,828	22,104	4,080	10,005	1,790	24,960	2,523
Linn	15.6	.0065	40.9	8.7	12.7	15.7	40.7	6.3	71,418	18,662	3,660	11,527	3,211	12,539	2,105
Livingston	15.9	.0067	36.2	9.0	14.2	16.6	34.8	6.0	98,938	23,519	5,499	13,703	4,930	20,047	1,869
McDonald	16.1	.0067	35.1	9.2	13.3	19.9	30.3	5.8	58,540	17,676	1,580	3,722	1,561	8,456	761
Macon	16.7	.0070	38.2	8.5	13.3	16.5	37.3	6.3	59,531	16,874	3,831	5,434	1,794	12,915	1,597
Madison	11.6	.0049	38.2	9.1	12.7	16.7	37.1	4.4	36,725	9,718	2,577	6,765	1,345	3,844	780
Maries	7.8	.0033	36.3	8.5	13.4	18.1	33.6	2.9	15,568	4,377	1,079	515	156	3,810	
Marion	28.8	.0121	34.2	10.2	14.9	15.8	33.0	10.7	175,311	48,470	11,858	18,606	4,544	44,020	4,344
Mercer	4.5	.0019	43.5	9.1	11.4	16.0	42.8	1.7	13,159	4,893	647		981	2,010	93
Miller	20.5	.0086	34.2	9.5	14.5	17.2	31.7	7.5	106,156	22,498	10,631	12,556	3,305	23,453	1,293
Mississippi	15.3	.0064	32.7	9.8	13.4	16.8	30.2	5.3	57,973	12,084	1,102	8,973	854	15,047	1,652

MO. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Moniteau	12.8	.0054	34.7	9.6	14.8	17.1	32.5	4.3	42,701	10,159	1,476	2,406	879	17,605	668
Monroe	9.7	.0040	35.8	9.7	13.4	16.8	34.1	3.5	28,529	10,115	1,321	2,002	1,011	4,067	1,043
Montgomery	11.7	.0049	37.4	8.8	12.2	17.2	35.8	4.2	45,859	13,706	3,705	1,767	941	8,922	493
Morgan	15.5	.0065	41.1	7.5	11.5	17.0	40.2	5.7	60,503	16,559	3,825	6,453	2,064	12,644	890
New Madrid	22.5	.0095	31.9	9.7	13.7	16.8	28.9	7.7	94,361	19,693	3,697	9,075	4,306	9,116	3,641
Nodaway	21.9	.0092	30.1	19.9	13.8	14.3	28.9	7.7	89,439	24,569	8,427	7,862	1,954	16,193	1,588
Oregon	10.7	.0045	37.6	8.2	12.8	17.4	35.8	3.9	40,067	10,815	1,110	748	518	10,813	1,170
Osage	12.4	.0052	31.7	11.2	13.4	15.8	29.8	4.0	41,377	5,519	1,225	805	341	23,218	
Ozark	9.0	.0038	38.7	8.1	12.7	17.5	36.9	3.4	21,502	6,062	977	259	445	6,358	157
Pemiscot	24.0	.0101	32.0	9.7	12.8	15.0	31.2	8.4	65,111	22,402	2,904	8,496	2,253	7,597	1,646
Perry	17.5	.0073	32.9	10.2	14.7	15.4	31.5	5.9	69,429	10,199	6,166	17,328	1,957	9,975	1,867
Pettis	36.7	.0154	34.7	10.7	14.3	17.6	32.0	13.8	205,885	43,947	15,668	24,698	7,545	58,007	5,354
Phelps	35.0	.0147	29.4	20.3	13.9	16.5	25.7	11.8	204,066	43,351	16,585	22,161	5,614	47,693	3,740
Pike	17.4	.0073	34.2	9.5	13.6	17.7	31.1	6.0	68,633	19,677	3,687	8,845	1,085	11,465	2,586
Polk	20.2	.0084	34.6	13.6	12.6	16.6	32.8	7.1	82,503	18,417	3,844	12,510	1,282	25,608	1,948
Pulaski	41.5	.0174	23.9	27.7	17.4	14.2	14.1	10.5	129,217	25,674	13,177	11,682	2,975	31,543	2,440
Putnam	5.9	.0025	40.4	8.0	11.1	17.1	39.5	2.2	17,169	5,936	580	606	122	3,600	517
Ralls	9.3	.0039	34.1	9.0	15.3	17.2	31.4	3.4	13,478	5,087	284	227	894	3,180	
Randolph	27.0	.0114	33.1	11.5	17.0	16.0	30.8	9.5	147,370	32,219	7,569	16,446	5,135	39,223	2,428
Reynolds	7.5	.0032	33.8	9.5	14.5	17.6	30.6	2.9	20,738	8,210	700	300	468	4,530	718
Ripley	13.5	.0057	37.8	8.6	12.1	17.7	35.7	4.9	42,868	14,998	1,420	2,647	1,250	10,907	1,095
St. Clair	8.9	.0038	41.2	7.7	11.3	16.1	41.0	3.4	31,789	6,078	2,009	362	454	8,467	275
Ste. Genevieve	15.9	.0066	31.7	10.7	14.6	17.6	27.5	5.3	49,091	10,862	5,288	1,793	1,549	12,222	1,271
St. Francois	44.9	.0189	34.6	9.7	14.2	17.7	31.6	16.0	209,514	47,325	11,990	35,930	7,950	45,248	5,633
Saline	24.9	.0104	35.2	10.4	14.9	16.2	33.9	9.4	117,435	26,222	7,017	19,711	3,691	24,416	8,527
Schuyler	4.9	.0021	38.4	8.7	12.7	17.1	37.1	2.0	15,803	2,958	900	63	825	5,860	
Scotland	5.3	.0022	39.3	8.2	11.4	16.4	38.7	2.1	21,659	5,509	1,350	1,243	667	3,125	452
Scott	41.3	.0173	31.1	10.7	15.9	17.5	26.3	14.5	203,468	44,321	15,798	34,005	7,227	46,083	4,176
Shannon	8.0	.0034	34.4	9.4	14.0	18.5	30.7	2.9	10,467	5,382	654	777	182	939	157
Shelby	7.7	.0032	39.3	9.3	12.1	15.3	39.4	3.0	19,059	6,274	1,150	1,172	849	916	1,179
Stoddard	29.8	.0125	35.3	9.5	14.1	18.3	32.1	10.9	120,006	23,379	7,392	13,419	3,406	40,396	3,279
Stone	17.7	.0074	41.9	7.1	11.8	18.0	40.5	7.0	38,154	13,115	3,116	1,144	975	6,874	503
Sullivan	7.2	.0031	40.8	[illegible]	12.2	16.7	40.2	2.9	12,575	3,734	397	731	446	1,184	32
Taney	24.0	.0100	41.6	10.8	11.4	16.2	41.3	9.4	131,617	27,792	22,287	17,058	2,842	18,227	3,715
Texas	22.1	.0093	36.1	9.2	13.0	18.7	32.7	8.2	91,869	21,829	3,939	7,423	1,132	27,624	1,857
Vernon	20.6	.0087	35.5	9.8	14.7	16.6	33.9	7.6	62,407	10,250	5,399	11,227	3,914	14,805	1,206
Warren	16.8	.0070	34.1	9.4	14.7	18.5	30.3	5.7	42,470	12,501	4,660	3,255	1,261	7,652	434
Washington	19.0	.0080	30.3	10.3	14.9	17.9	25.1	6.3	50,138	13,913	2,469	8,109	646	10,151	959
Wayne	12.4	.0052	39.3	8.4	11.6	17.6	37.7	4.7	27,507	9,984	1,178	1,305	1,347	6,604	782
Webster	22.1	.0093	32.5	9.7	14.4	19.4	27.0	7.4	54,215	13,392	4,088	5,032	1,199	9,266	1,423
Worth	2.9	.0012	42.5	7.0	11.9	15.8	42.3	1.1	7,878	2,690	498	193	624	1,638	109
Wright	17.1	.0072	36.0	9.2	12.8	17.7	33.5	6.2	37,988	11,690	1,743	8,078	835	5,801	1,610
TOTAL METRO COUNTIES	**3,285.3**	**1.3788**	**31.9**	**12.1**	**17.4**	**18.4**	**26.2**	**1,208.5**	**21,189,883**	**4,334,452**	**1,894,013**	**2,996,647**	**885,580**	**4,885,682**	**579,223**
TOTAL STATE	**5,046.6**	**2.1180**	**32.6**	**11.8**	**16.3**	**17.9**	**28.1**	**1,842.7**	**28,597,639**	**6,122,058**	**2,389,506**	**3,857,903**	**1,137,898**	**6,558,673**	**754,458**

MO.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
COLUMBIA	**1,224,218**	**26,204**	**22.0**	**27.9**	**19.7**	**15.1**	**.0452**
Boone	1,224,218	26,204	22.0	27.9	19.7	15.1	.0452
• Columbia	707,819	23,433	24.3	25.2	16.9	15.1	.0306
SUBURBAN TOTAL	516,399	29,577	18.7	31.9	23.6	15.2	.0146
JOPLIN	**1,173,384**	**19,972**	**27.2**	**30.7**	**12.9**	**6.4**	**.0521**
Jasper	804,950	19,950	27.3	30.2	13.2	6.4	.0370
• Joplin	372,877	18,926	27.5	28.7	12.0	6.6	.0216
Newton	368,434	20,016	27.4	31.6	12.3	6.2	.0151
SUBURBAN TOTAL	800,507	20,462	27.2	31.6	13.4	6.2	.0305
KANSAS CITY	**18,253,339**	**29,826**	**18.2**	**28.7**	**22.8**	**17.4**	**.7014**
Cass	537,790	26,844	20.3	32.9	21.4	10.5	.0200
Clay	1,688,580	30,802	17.1	32.4	26.9	13.6	.0702
Jackson	7,398,503	27,258	20.3	28.4	21.2	14.8	.3058
Independence	1,365,581	30,640	18.0	29.1	26.7	14.4	.0546
• Kansas City	5,074,672	25,587	21.3	28.6	19.3	13.7	.2151
Lafayette	280,409	22,461	24.6	32.8	16.5	6.3	.0104
Platte	543,208	28,387	19.1	36.2	23.7	9.4	.0184
Ray	186,265	21,690	25.1	34.3	15.2	4.8	.0070
Johnson, Kans.	*4,900,331*	*40,198*	*11.0*	*24.3*	*25.9*	*33.5*	*.1733*
• Olathe	*616,452*	*36,023*	*13.9*	*27.8*	*29.4*	*22.7*	*.0230*
Overland Park	*1,517,711*	*41,950*	*9.4*	*23.5*	*27.3*	*35.6*	*.0598*
Leavenworth, Kans.	*605,062*	*29,483*	*18.4*	*29.5*	*25.3*	*13.3*	*.0211*
• Leavenworth	*358,090*	*27,357*	*20.2*	*29.5*	*23.4*	*11.7*	*.0136*
Miami, Kans.	*240,479*	*25,923*	*22.0*	*30.4*	*20.9*	*11.5*	*.0085*
Wyandotte, Kans.	*1,812,712*	*26,241*	*20.3*	*28.8*	*21.0*	*12.4*	*.0667*
• Kansas City	*1,680,329*	*25,880*	*20.6*	*28.8*	*20.7*	*12.0*	*.0621*
SUBURBAN TOTAL	10,523,796	32,688	15.9	28.8	24.7	20.7	.3876

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
ST. JOSEPH	**873,612**	**23,410**	**24.5**	**29.6**	**18.4**	**9.6**	**.0370**
Buchanan	873,612	23,410	24.5	29.6	18.4	9.6	.0370
• St. Joseph	747,045	22,695	25.4	29.5	17.7	8.8	.0332
SUBURBAN TOTAL	126,567	28,519	18.9	30.5	22.7	14.9	.0038
ST. LOUIS	**27,412,159**	**28,404**	**18.9**	**29.5**	**21.8**	**15.3**	**1.0643**
Franklin	651,708	23,355	23.6	35.0	17.2	6.3	.0281
Jefferson	1,564,489	29,374	17.6	36.0	26.2	9.4	.0562
St. Charles	1,879,305	33,889	13.3	31.9	31.0	16.2	.0684
• St. Charles	562,967	29,974	19.0	31.1	24.1	15.0	.0233
St. Louis	13,729,143	35,436	14.2	27.5	25.8	25.1	.5185
Florissant	708,564	37,036	11.0	29.4	30.6	24.1	.0261
University City	564,950	29,174	19.3	27.7	20.6	19.4	.0170
St. Louis city	3,992,362	18,940	26.6	26.8	13.6	7.1	.1707
• St. Louis	3,992,362	18,940	26.6	26.8	13.6	7.1	.1707
Clinton, Ill.	321,439	24,946	21.8	34.2	19.1	8.9	.0120
Jersey, Ill.	177,830	22,371	26.4	37.3	14.3	5.0	.0066
Madison, Ill.	2,373,333	24,210	22.1	34.3	19.2	6.4	.0966
• Alton	279,795	19,231	25.8	31.7	12.8	3.7	.0148
• Granite City	336,730	23,446	21.9	33.7	18.2	5.8	.0141
Monroe, Ill.	*190,542*	*24,058*	*22.7*	*36.5*	*17.0*	*6.3*	*.0071*
St. Clair, Ill.	2,532,008	24,023	20.7	28.4	19.1	10.4	.1001
• Belleville	477,122	24,515	23.1	29.7	18.8	11.0	.0212
• East St. Louis	280,311	11,893	22.1	18.7	10.1	4.8	.0123
SUBURBAN TOTAL	21,482,872	31,681	16.3	30.3	24.6	18.5	.8079
SPRINGFIELD	**2,244,276**	**22,787**	**25.0**	**31.1**	**16.3**	**9.1**	**.0947**
Christian	215,988	21,328	26.2	33.9	13.7	5.9	.0085
Greene	2,028,288	22,992	24.9	30.7	16.6	9.5	.0862

MO. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Springfield	1,405,789	21,067	27.0	30.0	14.8	7.8	.0670
SUBURBAN TOTAL	838,487	26,061	21.2	33.3	19.2	11.6	.0277
OTHER COUNTIES							
Adair	215,074	17,827	29.0	27.4	11.9	5.6	.0099
Andrew	130,238	22,417	27.1	34.9	15.6	6.0	.0047
Atchison	71,214	18,818	30.4	32.5	8.9	5.3	.0031
Audrain	232,487	21,996	25.2	35.5	14.0	5.8	.0094
Barry	205,706	17,327	29.9	27.6	10.4	4.8	.0089
Barton	81,753	15,034	36.8	25.0	5.6	2.2	.0035
Bates	129,355	17,750	27.2	27.4	11.2	6.0	.0051
Benton	86,066	13,168	33.8	21.4	5.2	2.6	.0039
Bollinger	62,452	13,324	32.5	22.9	5.4	1.1	.0026
Butler	303,187	16,286	26.8	25.3	9.8	6.0	.0155
Caldwell	60,516	15,821	28.7	27.4	8.4	2.9	.0024
Callaway	340,598	27,444	19.9	31.9	22.6	10.7	.0122
Camden	221,638	20,548	29.7	29.8	13.5	8.1	.0096
Cape Girardeau	598,302	22,992	25.1	30.0	17.5	9.1	.0260
Carroll	85,956	15,454	31.2	24.9	7.7	3.9	.0033
Carter	37,843	15,385	32.6	24.5	8.6	3.5	.0016
Cedar	87,612	13,801	33.8	21.5	6.2	2.8	.0040
Chariton	73,037	14,620	30.9	24.0	7.4	3.6	.0030
Clark	62,284	17,611	29.3	29.0	9.5	4.5	.0025
Clinton	134,214	20,614	25.8	33.4	12.7	5.2	.0052
Cole	673,208	28,654	20.2	30.2	24.0	13.1	.0291
Cooper	113,053	18,506	29.7	31.8	10.2	3.7	.0049
Cruwford	160,810	19,237	28.2	29.3	13.1	5.9	.0066
Dade	51,134	13,602	34.8	22.3	5.1	2.1	.0020
Dallas	79,610	12,905	31.9	20.7	5.7	3.3	.0037
Daviess	67,216	15,881	32.6	25.4	8.1	4.0	.0025
De Kalb	64,303	17,253	28.1	27.9	10.3	5.0	.0024
Dent	112,311	16,753	30.7	28.2	7.9	4.5	.0047
Douglas	82,865	14,323	32.9	23.1	6.4	3.6	.0034
Dunklin	262,721	15,525	29.0	25.1	9.0	4.3	.0120
Gasconade	112,333	18,790	28.4	31.2	11.0	4.6	.0046
Gentry	57,981	15,778	31.3	26.1	7.6	4.4	.0025
Grundy	91,426	16,651	30.0	28.4	8.1	3.6	.0039
Harrison	83,159	15,677	29.5	23.5	8.9	5.3	.0041
Henry	162,070	16,594	28.1	25.9	11.1	4.7	.0070
Hickory	40,127	11,015	33.4	16.8	3.2	1.6	.0016
Holt	57,072	18,192	28.9	29.7	10.0	5.3	.0023
Howard	78,544	17,663	27.6	29.9	9.1	5.4	.0029
Howell	221,299	15,598	32.0	27.0	6.3	3.9	.0106
Iron	95,014	20,775	26.4	28.1	16.8	6.7	.0037
Johnson	290,233	18,328	31.3	29.8	11.7	4.0	.0120
Knox	30,918	12,075	33.7	18.6	3.5	2.0	.0014
Laclede	208,550	17,725	30.0	28.5	10.5	5.2	.0096
Lawrence	225,153	16,741	31.8	28.6	9.0	3.1	.0093
Lewis	89,272	20,816	25.1	34.0	13.3	4.7	.0037
Lincoln	200,075	22,360	25.6	32.9	16.8	5.7	.0078
Linn	133,494	16,920	32.4	27.8	9.1	5.0	.0056
Livingston	133,109	18,292	27.7	29.0	11.7	5.0	.0063
McDonald	102,797	14,908	32.5	26.4	5.4	2.8	.0046
Macon	111,226	14,880	33.1	25.5	6.0	2.7	.0049
Madison	90,026	16,240	28.3	25.9	10.3	4.6	.0036
Maries	54,105	16,144	30.8	28.8	6.2	3.2	.0021
Marion	278,370	22,590	25.2	30.6	17.5	7.5	.0118
Mercer	30,486	14,430	29.6	24.9	6.2	4.2	.0014
Miller	168,861	19,376	29.6	30.1	13.2	5.1	.0074
Mississippi	102,953	15,037	29.8	22.9	8.0	5.1	.0047
Moniteau	78,369	15,345	34.8	26.3	7.4	2.3	.0034
Monroe	72,411	18,194	29.3	30.8	10.3	3.7	.0029
Montgomery	84,260	17,243	32.5	28.4	8.9	4.0	.0038
Morgan	105,855	15,160	33.6	24.6	7.3	3.4	.0047
New Madrid	154,627	15,567	27.5	23.0	11.3	4.6	.0070
Nodaway	200,632	20,946	26.7	29.2	14.5	8.6	.0078
Oregon	54,967	11,147	33.4	17.1	3.3	1.7	.0028
Osage	92,784	21,156	23.2	35.1	11.0	6.4	.0038
Ozark	60,424	14,109	33.0	23.1	5.4	3.8	.0025
Pemiscot	161,429	14,980	29.7	23.1	9.0	4.3	.0066
Perry	108,442	16,436	32.5	30.8	6.2	1.6	.0052
Pettis	354,902	21,452	26.7	29.4	15.7	8.4	.0148
Phelps	297,238	20,229	25.8	29.2	13.2	8.0	.0134
Pike	134,410	18,274	29.8	28.7	10.5	6.2	.0057
Polk	140,391	15,602	31.1	26.4	6.9	4.2	.0064
Pulaski	300,443	18,084	36.0	31.2	9.4	2.9	.0123
Putnam	47,035	16,774	29.1	26.2	10.6	5.3	.0018
Ralls	74,112	19,842	27.9	35.6	11.4	2.6	.0026
Randolph	217,339	19,140	27.3	29.3	12.9	5.9	.0098
Reynolds	56,634	16,554	24.4	29.6	11.0	2.1	.0023
Ripley	80,080	13,202	34.0	21.2	5.1	2.3	.0036
St. Clair	59,990	13,609	30.2	21.9	6.8	3.9	.0027
Ste. Genevieve	139,329	24,050	24.9	34.3	18.3	7.5	.0052
St. Francois	387,213	21,326	25.3	32.1	14.8	6.2	.0161
Saline	190,686	17,551	30.2	30.1	9.4	3.6	.0085
Schuyler	29,310	12,107	32.7	19.8	2.9	2.3	.0014
Scotland	32,187	11,414	31.8	17.2	5.0	2.7	.0015
Scott	331,346	19,625	26.3	29.5	14.1	5.6	.0146
Shannon	51,116	14,330	31.9	25.8	7.1	1.8	.0020
Shelby	51,431	14,143	33.7	24.8	5.4	2.5	.0020
Stoddard	207,320	15,507	31.5	25.9	7.5	3.7	.0094
Stone	146,246	17,662	33.1	28.5	9.8	4.6	.0052
Sullivan	39,097	10,466	32.0	15.4	2.9	1.8	.0015
Taney	210,692	18,565	33.3	29.4	10.9	5.1	.0092
Texas	145,724	14,421	33.1	24.5	6.0	3.1	.0069

In St. Louis...

St. Louis Globe-Democrat

Is a Newspaper You Can't Ignore!

NOW TOTAL MARKET COVERAGE ON SUNDAYS

425,000 Households In St. Louis City & County

- 30% Better Saturation than Sunday Post
- 30% Better Pickup Ratio than Suburban Jounrals
- Lower Rates
- No Minimum Zoned Preprints

710 North Tucker, St. Louis, Missouri 63101
(314) 342-3031 Darwin D. Wiess Dir. Mkt./Nat. Adv.

Represented by
Branham newspaper sales

MO. (cont.)

ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
Vernon	175,843	18,690	28.8	29.2	11.5	6.3	.0066
Warren	151,986	23,271	25.3	30.8	17.9	8.2	.0052
Washington	118,507	16,411	29.3	30.3	7.3	2.6	.0051
Wayne	73,919	11,903	32.6	19.4	4.3	2.2	.0031
Webster	162,397	18,378	27.1	31.5	9.8	4.5	.0063
Worth	16,902	11,882	32.8	18.8	4.8	2.4	.0007
Wright	111,967	14,296	32.2	22.7	5.2	4.0	.0046
TOTAL METRO COUNTIES	**37,967,252**	**27,953**	**19.8**	**29.3**	**21.4**	**15.1**	**1.5027**
TOTAL STATE	**51,812,660**	**24,002**	**22.9**	**28.9**	**17.9**	**11.7**	**2.0908**

MONTANA

MONT.

ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BILLINGS	**120.1**	**.0504**	**30.3**	**12.5**	**19.1**	**18.4**	**22.6**	**47.0**	**899,642**	**172,560**	**84,220**	**127,048**	**60,528**	**176,208**	**33,678**
Yellowstone	120.1	.0504	30.3	12.5	19.1	18.4	22.6	47.0	899,642	172,560	84,220	127,048	60,528	176,208	33,678
• Billings	70.2	.0295	31.2	13.8	18.7	17.3	25.5	29.3	801,008	147,331	71,628	123,092	57,391	168,117	25,530
SUBURBAN TOTAL	49.9	.0209	29.0	10.6	19.5	20.1	18.2	17.7	98,634	25,229	12,592	3,956	3,137	8,091	8,148
GREAT FALLS	**80.2**	**.0337**	**30.5**	**13.3**	**17.3**	**19.0**	**23.1**	**31.1**	**473,328**	**86,542**	**45,606**	**64,477**	**37,341**	**99,946**	**22,434**
Cascade	80.2	.0337	30.5	13.3	17.3	19.0	23.1	31.1	473,328	86,542	45,606	64,477	37,341	99,946	22,434
• Great Falls	57.7	.0242	32.1	12.4	16.5	19.1	26.1	23.7	404,161	81,253	39,546	38,729	36,475	79,291	22,406
SUBURBAN TOTAL	22.5	.0095	26.8	15.7	18.9	19.0	15.5	7.4	69,167	5,289	6,060	25,748	866	20,655	28
OTHER COUNTIES															
Beaverhead	8.4	.0035	31.1	12.7	16.8	18.0	25.4	3.1	43,934	11,031	4,369	829	3,751	9,881	836
Big Horn	11.5	.0049	27.4	11.1	17.5	17.2	19.6	3.4	47,152	12,977	3,590	1,261	368	11,652	588
Blaine	7.3	.0030	29.5	10.5	15.9	15.8	25.5	2.6	25,842	8,528	2,053		460	7,090	645
Broadwater	3.6	.0015	32.8	9.0	15.5	18.5	28.1	1.5	10,830	3,485	1,545	135			1,056
Carbon	8.7	.0037	36.5	7.3	15.2	17.2	34.6	3.7	29,959	13,614	4,867	76	284	3,488	869
Carter	1.8	.0007	36.4	8.6	13.6	20.2	31.9	.6	5,352	1,841	465	223		76	228
Chouteau	6.0	.0025	33.7	8.8	15.6	17.3	30.8	2.2	18,146	5,427	1,541	149	289	3,552	615
Custer	13.4	.0056	32.1	11.1	15.9	16.4	29.0	5.4	83,906	19,530	9,368	6,077	3,256	8,659	3,161
Daniels	2.8	.0012	36.2	7.6	15.1	17.3	34.0	1.0	11,324	2,277	1,405		120	3,277	1,507
Dawson	12.4	.0052	29.3	13.3	17.6	16.8	23.1	4.7	97,882	19,415	7,164	4,230	4,587	20,114	3,275
Deer Lodge	11.0	.0046	34.1	9.4	15.3	16.3	32.2	4.1	42,030	12,731	4,803	612	909	10,879	3,941
Fallon	3.7	.0016	30.3	11.0	16.3	17.3	25.1	1.4	22,893	8,741	1,664	2,118	366	4,254	1,327
Fergus	13.1	.0055	34.5	9.5	14.9	16.7	32.5	5.1	53,880	16,517	4.904	677	3,236	11,144	2,208
Flathead	56.5	.0237	31.2	9.9	19.1	18.8	24.0	21.7	289,330	89,632	31,267	10,323	16,669	49,756	12,380
Gallatin	48.0	.0201	26.9	23.6	20.3	15.5	18.0	17.5	311,280	54,700	30,845	25,683	25,638	51,093	12,210
Garfield	1.7	.0008	31.6	10.8	16.1	17.2	27.3	.6	3,523	1,776	500	178			205
Glacier	11.0	.0046	28.4	10.9	17.0	16.5	22.3	3.6	55,498	12,299	4,147	3,337	1,525	10,202	2,105
Golden Valley	1.0	.0004	35.5	7.1	12.5	18.1	32.5	.4	1,032	383	297			55	
Granite	2.9	.0012	34.5	7.9	15.7	17.5	31.8	1.1	8,742	1,739	940			1,973	182
Hill	18.3	.0077	28.9	14.5	17.4	15.8	23.7	6.8	112,440	25,434	10,220	9,779	4,159	19,084	8,492
Jefferson	8.4	.0035	30.8	8.4	19.5	19.8	22.0	2.9	10,047	3,795	1,317	261	618	462	604
Judith Basin	2.6	.0011	34.7	7.8	15.2	18.8	10.8	1.0	4,428	1,422	770		75	677	
Lake	21.1	.0089	32.0	9.2	15.7	17.2	28.1	7.6	68,324	22,796	7,671	2,076	1,837	12,199	2,517
Lewis and Clark	46.9	.0196	30.4	12.0	19.6	18.4	22.7	18.5	262,533	68,248	30,020	15,219	16,161	50,099	10,883
Liberty	2.4	.0011	32.1	10.5	16.1	19.0	26.2	1.0	7,855	2,717	589		101	2,903	471
Lincoln	18.1	.0075	30.1	9.4	17.6	20.3	21.0	6.4	63,979	23,929	6,238	2,[illegible]35	983	9,118	2,077
McCone	2.7	.0012	31.2	9.0	15.0	17.3	27.0	.9	14,600	9,706	497	134		397	
Madison	5.7	.0024	35.9	8.0	15.5	18.5	32.7	2.2	20,224	4,673	3,120	68	252	1,799	1,409

The
MONTANA GROUP IT'S FOOD FOR THOUGHT!

SAFEWAY • ALBERTSON'S • BUTTREY'S • IGA • KONS SOOPER • SUPER SAVE • INLAND MARKET • WAREHOUSE GROCERY
GROCERY BOYS • B&B THRIFTWAY • UNION MARKET • WESTERN WAREHOUSE . . . and others

1984 FOOD STORE SALES $941,218,000

Buy the Montana Group . . . Circulation 162,064
Billings Gazette • Butte Montana Standard • Great Falls Tribune • Helena Independent Record • Missoula Missoulian

For Marketing Information Contact:
CHERYL DOORNEK Billings Gazette
Box 2507, Billings, Montana 59103

*SALES FIGURE BASED ON 20% OR BETTER COVERAGE COUNTIES
SOURCES: Circulation '84/'85 & SMM-1984 Survey of Buying Power
Represented by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

MONT. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Meagher	2.2	.0009	34.1	8.9	16.2	19.4	29.2	.8	8,026	2,710	757		70	2,545	142
Mineral	4.0	.0017	30.4	10.4	18.3	19.0	22.5	1.5	13,487	3,965	1,929		1,030	623	235
Missoula	77.0	.0323	28.0	16.2	21.6	18.5	18.9	30.4	455,279	92,758	43,578	51,461	27,361	92,156	14,739
Musselshell	4.8	.0020	33.9	7.4	16.7	15.3	32.9	1.9	14,202	5,248	1,745	582	474	1,030	56
Park	13.7	.0058	33.9	8.8	18.0	17.8	30.3	5.6	54,857	14,782	8,236	548	1,339	8,934	2,890
Petroleum	.7	.0003	31.1	9.3	15.7	17.6	26.3	.2	947	69	397				
Phillips	5.6	.0023	31.9	10.4	14.9	16.5	28.9	2.1	27,996	6,533	3,040	1,327	189	4,732	1,588
Pondera	6.9	.0029	32.1	9.5	15.1	17.9	27.8	2.5	31,417	7,457	1,896	1,653	1,603	12,623	1,386
Powder River	2.4	.0010	31.6	9.0	18.4	17.5	26.2	.9	6,014		671			3,142	734
Powell	7.1	.0030	32.4	11.3	19.5	18.8	26.1	2.4	29,718	7,645	3,171	650	743	6,028	1,258
Prairie	1.8	.0007	35.7	7.5	14.3	16.3	34.6	.7	4,068	722	523	136		1,278	137
Ravalli	26.0	.0110	33.9	7.3	15.8	19.9	28.5	9.8	54,959	16,113	6,347	1,588	1,629	8,181	2,022
Richland	13.4	.0056	28.9	13.4	17.8	15.8	23.3	4.9	103,170	20,843	11,844	7,393	4,748	22,567	3,348
Roosevelt	11.1	.0046	28.9	10.8	16.9	16.0	23.8	3.6	71,486	12,045	6,976	3,173	963	19,843	1,484
Rosebud	12.8	.0054	26.8	11.4	18.8	17.4	17.1	4.2	47,061	17,890	4,979	1,343	270	12,254	477
Sanders	9.2	.0039	33.3	7.9	16.3	18.6	28.7	3.7	17,127	7,470	2,127	677	234	739	1,240
Sheridan	5.6	.0023	34.9	10.3	14.7	16.2	33.6	2.1	33,069	9,613	5,550		3,786	1,266	641
Silver Bow	36.0	.0151	33.8	10.4	15.0	17.0	31.2	14.4	190,973	49,714	21,923	15,952	14,144	28,932	11,099
Stillwater	6.1	.0026	34.9	7.6	16.1	17.5	32.4	2.3	25,169	1,489	1,592	1,010	502	5,094	842
Sweet Grass	3.3	.0014	38.0	7.5	13.9	18.2	35.6	1.3	10,904	2,462	845	255	122	1,201	437
Teton	6.6	.0027	35.0	7.8	14.0	18.4	31.6	2.5	16,477	4,150	1,109	1,382	246	4,885	579
Toole	5.6	.0024	31.8	10.4	16.3	16.6	28.2	2.3	24,180	6,047	4,152	558	989	2,415	1,277
Treasure	1.0	.0004	33.6	8.1	15.9	18.9	28.8	.4	633	268	83				
Valley	9.6	.0040	31.3	9.6	16.0	18.0	26.1	3.7	62,822	13,768	5,375	3,402	2,281	10,511	1,594
Wheatland	2.4	.0010	35.6	7.5	15.1	17.2	33.6	.9	6,666	2,120	465	97	138	1,153	371
Wibaux	1.4	.0006	31.0	8.8	17.0	15.3	28.0	.5	7,987	2,576	834	819	297		212
TOTAL METRO COUNTIES	**200.3**	**.0841**	**30.3**	**12.8**	**18.3**	**18.7**	**22.8**	**78.1**	**1,372,970**	**259,102**	**129,826**	**191,525**	**97,869**	**276,154**	**56,112**
TOTAL STATE	**827.6**	**.3473**	**30.7**	**12.1**	**18.0**	**17.9**	**24.4**	**314.7**	**4,418,629**	**1,026,922**	**446,646**	**371,661**	**246,673**	**832,269**	**178,691**

MONT.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BILLINGS	**1,304,445**	**24,852**	**22.8**	**33.2**	**18.6**	**9.4**	**.0561**
Yellowstone	1,304,445	24,852	22.8	33.2	18.6	9.4	.0561
• Billings	799,374	23,665	24.4	30.5	18.0	9.5	.0399
SUBURBAN TOTAL	505,071	26,336	20.1	37.5	20.0	9.1	.0162
GREAT FALLS	**810,712**	**22,936**	**25.3**	**33.1**	**17.2**	**7.2**	**.0334**
Cascade	810,712	22,936	25.3	33.1	17.2	7.2	.0334
• Great Falls	616,027	23,252	24.3	32.0	18.2	7.5	.0261
SUBURBAN TOTAL	194,685	22,114	29.0	35.8	14.2	6.3	.0073
OTHER COUNTIES							
Beaverhead	64,861	17,721	30.3	30.2	9.3	4.3	.0029
Big Horn	76,968	19,937	29.1	31.2	13.7	4.9	.0036
Blaine	45,453	15,076	30.0	27.3	5.8	2.8	.0021
Broadwater	24,938	14,548	40.3	24.1	4.9	1.1	.0010
Carbon	70,689	16,837	32.6	30.4	6.5	3.2	.0028
Carter	8,893	12,222	32.5	19.9	4.5	1.5	.0005
Chouteau	50,712	19,609	32.3	31.9	11.0	5.9	.0019
Custer	117,583	18,297	28.2	29.1	12.1	4.9	.0053
Daniels	22,395	19,037	30.4	29.9	11.2	6.3	.0009
Dawson	122,743	24,792	22.5	36.2	19.1	6.9	.0058
Deer Lodge	98,538	22,068	23.4	37.2	14.2	3.9	.0038
Fallon	39,773	26,464	21.0	35.3	18.9	10.3	.0016
Fergus	99,788	16,054	31.9	27.3	8.2	3.9	.0042
Flathead	557,554	23,506	24.9	35.5	15.4	7.5	.0223
Gallatin	454,888	22,146	26.5	32.9	15.1	7.4	.0200
Garfield	13,205	17,684	34.6	23.0	12.2	7.2	.0005
Glacier	90,420	21,086	26.9	25.4	19.0	8.0	.0040
Golden Valley	6,502	14,400	36.4	23.5	4.0	2.3	.0002
Granite	23,483	18,615	27.0	31.8	11.4	3.9	.0009
Hill	188,020	24,328	25.0	28.8	20.3	10.0	.0078
Jefferson	58,756	18,582	33.7	33.4	8.8	3.0	.0021
Judith Basin	21,900	18,842	30.9	30.3	8.9	6.8	.0007
Lake	151,336	16,868	31.6	29.3	8.1	3.8	.0064
Lewis and Clark	490,986	24,130	24.1	33.7	19.2	7.4	.0194
Liberty	25,933	20,567	28.1	27.9	13.1	10.7	.0010
Lincoln	144,522	21,646	25.9	38.7	13.3	2.8	.0058
McCone	15,909	15,538	31.9	28.9	6.3	1.7	.0008
Madison	42,090	16,319	33.7	28.5	8.1	2.5	.0018
Meagher	14,560	15,440	32.9	27.9	5.8	2.9	.0007
Mineral	29,936	19,800	26.7	39.6	8.8	.9	.0012
Missoula	795,116	22,824	25.3	33.2	16.0	7.9	.0324
Musselshell	35,773	16,222	31.0	29.5	7.9	2.4	.0015
Park	127,414	20,626	28.3	33.0	13.8	4.6	.0048
Petroleum	3,725	15,000	41.0	18.5	1.0	6.0	.0002
Phillips	39,049	16,507	32.1	29.6	6.3	2.6	.0018
Pondera	58,538	20,842	25.6	34.5	11.4	6.0	.0025
Powder River	17,710	16,733	37.0	30.2	9.1	2.3	.0007
Powell	49,185	18,321	33.5	32.5	8.3	3.4	.0022
Prairie	9,784	11,483	35.4	16.1	3.0	1.9	.0005
Ravalli	194,344	17,289	31.2	30.2	9.3	2.8	.0072
Richland	147,923	27,690	17.2	32.9	21.0	14.3	.0064
Roosevelt	92,962	22,250	27.1	34.2	12.8	9.1	.0044
Rosebud	109,156	23,549	24.0	26.7	22.8	7.3	.0042
Sanders	68,259	15,816	35.8	27.5	6.3	2.4	.0025
Sheridan	60,429	24,962	20.6	33.5	17.5	11.7	.0024
Silver Bow	331,119	20,476	24.0	31.9	13.7	5.5	.0138
Stillwater	45,716	17,694	31.1	30.1	11.2	2.0	.0021
Sweet Grass	22,638	14,312	35.9	24.9	5.8	2.2	.0010
Teton	57,619	19,938	27.4	31.7	11.7	6.4	.0020
Toole	56,734	21,222	27.9	30.8	13.3	7.8	.0022
Treasure	6,719	14,867	38.5	23.0	7.0	1.0	.0001
Valley	83,379	19,924	28.6	30.3	15.6	3.9	.0039
Wheatland	18,201	17,719	34.6	31.8	6.1	4.9	.0007
Wibaux	9,822	16,286	29.6	27.8	5.8	5.8	.0006
TOTAL METRO COUNTIES	**2,115,157**	**24,043**	**23.8**	**33.1**	**18.1**	**8.5**	**.0895**
TOTAL STATE	**7,729,805**	**21,546**	**26.3**	**32.2**	**14.9**	**6.7**	**.3216**

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

NEBRASKA

NEB. S&MM ESTIMATES — POPULATION—12/31/84 — RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LINCOLN	**205.3**	**.0861**	**29.2**	**19.0**	**19.7**	**16.1**	**22.4**	**79.1**	**1,044,037**	**200,786**	**107,150**	**149,564**	**45,660**	**220,957**	**37,068**
Lancaster	205.3	.0861	29.2	19.0	19.7	16.1	22.4	79.1	1,044,037	200,786	107,150	149,564	45,660	220,957	37,068
• Lincoln	182.3	.0765	28.9	20.2	20.0	15.4	22.5	71.3	1,012,784	195,874	101,178	149,182	44,790	217,927	36,971
SUBURBAN TOTAL	23.0	.0096	31.2	9.7	17.9	21.4	21.8	7.8	31,253	4,912	5,972	382	870	3,030	97
OMAHA	**608.7**	**.2553**	**30.0**	**12.4**	**18.5**	**18.2**	**22.5**	**227.0**	**3,612,578**	**705,883**	**333,973**	**482,530**	**233,401**	**819,478**	**106,176**
Douglas	410.2	.1721	30.5	12.6	18.6	17.4	24.1	157.8	2,739,494	546,181	267,144	370,308	219,760	586,551	77,758
• Omaha	331.3	.1390	31.4	13.3	17.0	16.6	27.3	130.4	2,462,888	464,173	236,164	354,907	210,607	500,220	76,009
Sarpy	95.6	.0401	27.0	12.6	20.8	22.3	11.0	30.6	295,163	57,986	22,356	62,107	4,235	68,804	6,219
Washington	16.0	.0067	32.3	10.9	15.3	19.2	26.6	5.8	47,151	8,774	4,596	3,493	1,626	14,397	521
Pottawattamie, Iowa	*86.9*	*.0364*	*31.5*	*11.3*	*15.8*	*17.8*	*26.6*	*32.8*	*530,770*	*92,942*	*39,877*	*46,622*	*7,780*	*149,726*	*21,678*
• Council Bluffs	*56.2*	*.0236*	*31.2*	*12.4*	*16.0*	*16.4*	*27.5*	*22.0*	*447,567*	*79,729*	*32,647*	*44,751*	*6,975*	*137,960*	*20,025*
SUBURBAN TOTAL	221.2	.0927	28.1	10.9	21.4	21.3	13.9	74.6	702,123	161,981	65,162	82,872	15,819	181,298	10,142
OTHER COUNTIES															
Adams	30.4	.0128	32.9	13.6	15.9	16.2	30.5	12.1	174,836	22,241	15,610	36,651	5,636	46,864	3,915
Antelope	8.6	.0036	34.8	8.3	14.1	15.2	34.6	3.2	35,212	4,278	1,968	1,533	691	15,230	804
Arthur	.5	.0002	36.8	9.2	11.6	20.8	31.8	.2	1,194	649	123				
Banner	.9	.0004	34.8	8.7	13.7	20.8	29.0	.3	85						
Blaine	.9	.0004	33.4	9.2	12.9	19.2	28.8	.3	2,047	91	83			428	
Boone	7.2	.0030	35.4	9.2	12.8	15.7	34.7	2.6	36,465	7,700	2,160	3,272	558	12,956	713
Box Butte	15.4	.0065	29.6	13.1	19.1	14.8	24.8	5.7	57,244	18,478	4,626	3,755	1,276	12,491	2,223
Boyd	3.3	.0013	43.0	9.0	11.2	15.2	42.5	1.3	6,881	2,379	497	343	157	1,226	
Brown	4.3	.0018	35.9	8.5	13.9	17.0	34.1	1.7	20,180	5,845	1,638	409	573	6,569	483
Buffalo	37.4	.0157	28.3	19.5	16.9	14.5	24.1	13.6	226,919	47,078	25,078	19,014	10,571	58,434	3,334
Burt	8.7	.0037	39.6	7.8	12.8	16.1	38.9	3.5	34,397	7,578	2,318	1,336	3,144	6,327	1,529
Butler	9.2	.0039	36.9	8.5	12.9	15.7	36.5	3.4	19,571	4,661	1,311	1,258	600	2,951	857
Cass	21.7	.0091	32.5	9.9	15.9	19.0	27.0	7.8	51,856	12,516	5,218	2,333	508	15,321	722
Cedar	11.1	.0046	32.8	9.4	12.9	14.1	33.1	4.0	26,964	5,986	1,946	422	795	5,549	631
Chase	5.0	.0021	34.1	8.2	14.3	17.3	31.4	1.9	25,084	7,435	1,132	394	682	11,265	816
Cherry	6.9	.0029	34.2	10.0	14.7	18.4	30.4	2.6	40,455	9,805	2,018	4,218	1,702	9,820	621
Cheyenne	9.9	.0042	34.6	10.7	13.9	15.7	32.8	4.0	108,823	13,462	3,928	10,475	1,470	15,378	3,681
Clay	8.1	.0034	35.0	9.4	13.7	16.5	33.5	3.0	24,055	5,503	1,784	162	432	9,908	79
Colfax	9.8	.0041	36.2	9.5	12.8	15.3	36.0	3.7	31,843	8,481	3,620	3,111	551	7,697	275
Cuming	11.5	.0048	34.5	9.3	13.2	16.1	33.2	4.1	52,088	11,220	3,156	893	686	17,737	1,127
Custer	13.5	.0057	37.6	8.0	13.7	16.1	36.8	5.2	70,024	13,038	3,413	7,661	1,856	19,451	2,927

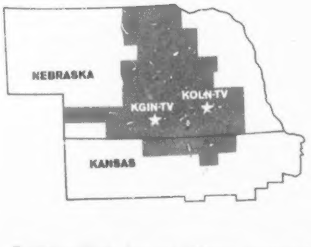
No doubt about it! KOLN-TV/KGIN-TV is one of the best TV buys in the top 100 markets.

SECOND IN THE NATION
Prime Time 34%
FOURTH IN THE NATION
Total Day 33%

KOLN-TV/KGIN-TV also dominates early and late news:

6 p.m., Monday-Friday . . . 46 share and a 26 rating
10 p.m., Monday-Friday . . . 45 share and a 26 rating

Get all the facts and figures about KOLN-TV/KGIN-TV and the Lincoln-Hastings-Kearney market from your Harrington, Righter & Parsons representative.



Television/Radio Age and Arbitron, November 1984

A Felzer Station

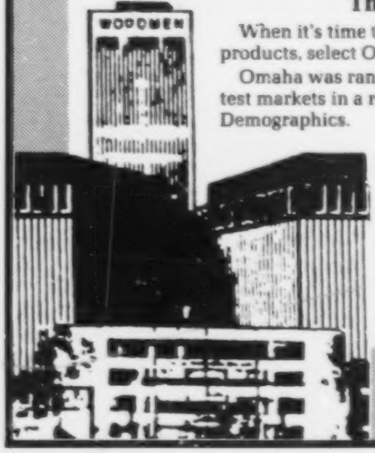
KOLN-TV/KGIN-TV
Channel 10 — A CBS Affiliate — Channel 11
LINCOLN, NEBRASKA 1500 FT. TOWER / GRAND ISLAND, NEBRASKA 1069 FT. TOWER
Harrington, Righter & Parsons National Representatives

NEB. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
☐ Dakota	17.9	.0075	29.3	11.3	18.7	16.7	22.6	6.4	60,035	11,355	7,492	673	3,917	11,858	1,404
Dawes	9.5	.0040	30.1	19.0	14.8	13.8	28.9	3.5	49,465	12,064	4,526	1,924	1,556	14,964	1,300
Dawson	23.2	.0097	32.3	9.7	16.5	17.1	28.5	8.8	135,400	25,417	9,314	8,586	4,056	32,603	3,925
Deuel	2.4	.0010	40.7	7.3	11.3	16.2	40.4	1.0	26,261	737	3,153		714	3,558	223
Dixon	6.9	.0029	34.9	9.1	13.3	15.8	34.1	2.6	10,163	2,501	1,352	205	269	2,278	391
Dodge	35.9	.0151	33.4	11.3	14.9	17.3	30.3	13.8	205,383	40,971	17,809	20,171	5,727	67,800	5,984
Dundy	2.9	.0012	40.4	8.4	13.5	14.9	40.6	1.2	9,656	1,576	630	508	132	3,240	197
Fillmore	7.8	.0033	37.8	7.6	13.9	16.5	36.8	3.0	32,433	5,434	3,614	3,935	1,222	5,124	1,185
Franklin	4.4	.0019	43.5	7.2	11.3	15.7	43.4	1.7	14,761	3,727	1,211	297	370	3,447	379
Frontier	3.6	.0015	34.1	11.8	13.9	17.4	31.4	1.4	9,837	1,749	317			2,955	164
Furnas	6.5	.0027	42.3	7.8	12.3	14.6	42.7	2.6	25,844	6,522	1,677	484	1,031	10,507	949
Gage	24.1	.0101	36.6	10.0	14.7	17.1	34.9	9.1	119,774	23,121	6,309	9,783	3,429	34,676	3,063
Garden	2.7	.0012	42.2	7.4	12.4	18.2	40.8	1.0	4,686	[illegible]	916	217	151	316	294
Garfield	2.5	.0010	39.9	7.1	11.7	17.6	38.8	1.0	15,043	3,436	162		216	1,947	589
Gosper	2.1	.0009	37.1	8.9	12.9	17.7	34.8	.8	3,562	1,002	699				
Grant	.9	.0004	31.5	9.9	16.2	17.8	26.6	.3	3,318	618	337	477	438	131	
Greeley	3.4	.0014	36.2	8.3	11.5	15.1	36.1	1.2	11,569	1,496	557	660	78	1,071	585
Hall	49.7	.0208	31.2	10.8	17.6	17.1	26.3	18.7	343,684	41,990	28,898	70,688	16,624	82,535	5,406
Hamilton	9.4	.0040	33.0	9.2	15.8	17.6	29.1	3.4	30,155	5,086	1,579	2,865	1,530	8,793	1,829
Harlan	4.3	.0018	40.5	7.3	13.1	16.1	40.1	1.7	19,297	3,493	1,404	1,214	936	5,639	415
Hayes	1.3	.0005	34.4	8.4	15.3	17.9	31.2	.5	3,767	1,407	562				
Hitchcock	4.1	.0018	36.0	8.6	14.1	15.6	35.4	1.5	7,057	2,058	544		128	934	104
Holt	13.9	.0058	32.6	9.7	14.6	15.7	30.8	5.1	67,084	15,529	2,857	6,446	1,786	18,194	1,245
Hooker	.9	.0004	38.0	8.9	12.8	16.5	36.9	.4	2,998	1,089	70	173		677	72
Howard	6.8	.0028	35.1	8.2	13.0	16.7	33.4	2.4	20,967	4,173	1,399	792	1,669	4,580	422
Jefferson	9.7	.0041	39.2	9.8	13.3	15.9	38.7	3.7	47,296	9,376	2,383	6,645	2,813	12,200	1,493
Johnson	5.0	.0021	40.7	7.9	11.7	15.9	40.3	2.0	17,097	2,039	1,216	1,264	980	2,034	629
Kearney	7.0	.0029	35.3	9.4	14.9	17.7	32.6	2.6	23,064	1,072	2,405	2,268	3,002	3,475	851
Keith	9.7	.0041	34.0	9.5	14.9	19.0	29.4	3.8	90,324	11,604	5,213	5,621	3,575	27,374	983
Keya Paha	1.3	.0006	34.6	9.2	12.8	18.5	31.0	.5	2,597	570	150				
Kimball	4.7	.0019	34.0	9.8	13.8	17.6	31.0	1.9	27,553	6,950	2,238	1,479	1,723	7,496	694
Knox	11.3	.0048	36.6	8.5	13.0	15.3	36.4	4.1	31,097	6,818	2,845	690	878	7,979	406
Lincoln	38.6	.0162	30.9	11.1	16.9	17.4	25.8	14.3	212,374	34,014	16,638	31,399	8,547	49,490	7,008
Logan	1.0	.0004	32.5	8.7	14.6	16.6	29.8	.4	963	245	150	312			
Loup	.9	.0004	37.1	10.0	10.8	18.6	34.0	.3	676	411	73				
McPherson	.6	.0003	37.5	10.0	10.7	16.7	35.9	.2	1,492	1,010					
Madison	33.2	.0139	31.5	13.5	16.5	15.4	28.7	12.4	196,691	43,708	13,010	23,443	15,925	37,769	6,093
Merrick	8.8	.0037	33.8	8.9	14.0	17.5	30.8	3.2	34,241	8,851	2,131	343	529	3,874	345
Morrill	6.1	.0026	34.8	9.2	13.9	17.2	32.6	2.4	15,182	2,736	788	1,642	170	6,425	145
Nance	4.5	.0019	36.2	8.7	12.7	15.7	35.5	1.7	8,764	3,514	1,038	419	179	501	91
Nemaha	8.5	.0035	34.3	12.3	15.5	14.4	34.6	3.3	28,309	5,472	2,647	3,190	473	7,679	805
Nuckolls	6.6	.0028	38.8	8.1	12.5	16.6	37.7	2.6	25,532	6,547	1,205	2,116	643	2,860	837
Otoe	15.2	.0064	37.7	8.5	13.4	16.3	36.8	5.9	82,083	21,022	4,604	7,857	1,392	25,225	2,019
Pawnee	3.7	.0015	45.8	6.9	10.8	15.8	45.6	1.5	12,028	2,686	521		544	3,703	402
Perkins	3.8	.0016	35.9	8.3	14.2	16.8	34.3	1.5	10,520	1,863	410	618	87	1,372	262
Phelps	9.9	.0042	35.7	8.9	15.1	17.4	33.5	3.6	68,848	13,194	3,143	3,018	3,109	18,944	2,272
Pierce	8.5	.0035	35.1	9.7	12.7	16.5	33.7	3.1	29,108	4,115	2,392	217	587	8,908	263
Platte	29.9	.0126	30.8	11.0	16.5	17.0	26.1	10.8	140,939	30,944	14,222	15,351	5,556	31,309	2,589
Polk	6.2	.0026	37.2	7.0	13.8	15.8	36.6	2.3	18,532	3,098	1,149	2,665	102	1,588	1,101
Red Willow	12.8	.0054	33.5	11.5	14.7	16.5	31.3	5.0	90,811	16,892	7,319	9,440	3,851	30,093	1,930



Omaha—The Nation's #2 Test Market

The World-Herald is the #1 way to reach Omaha

When it's time to choose a market to test your products, select Omaha.

Omaha was ranked second among the nation's top test markets in a recent article appearing in American Demographics.

Select Omaha as your test market and use The World-Herald to reach that market.

For more information contact George Kaplan, National Advertising Manager, Omaha World-Herald, World-Herald Square, Omaha, NE 68102 402-444-1000 ext. 405

Omaha MSA		
Sunday	158,914	72%
Daily	138,562	63%
Omaha ADI		
Sunday	204,678	59%
Daily	169,989	49%

March 31, 1984 Audit Bureau of Circulations' audit report

- Now available: 1985 Consumer Preference Study
- Special Test Market rates available by zoned metro circulation and full circulation.

Omaha World-Herald

Represented nationally by CWO&O

NEB. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

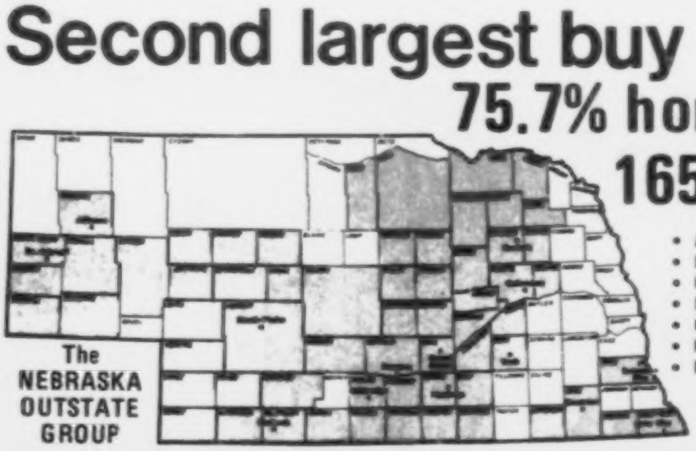
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Richardson	10.8	.0045	40.6	8.3	12.4	13.6	40.7	4.4	47,795	11,778	3,128	4,235	1,998	12,817	1,556
Rock	2.4	.0010	33.4	8.2	16.7	16.6	30.7	.9	8,953	1,206	612	285		2,647	410
Saline	13.3	.0056	36.0	12.9	13.1	15.0	36.2	5.1	53,082	11,186	4,654	6,531	6,160	5,984	2,344
Saunders	19.3	.0081	34.2	8.7	14.7	17.7	31.2	6.9	57,438	16,329	3,949	2,728	6,243	9,564	912
Scotts Bluff	39.0	.0164	31.9	10.4	16.4	17.0	27.9	14.5	234,261	58,906	17,124	21,892	9,100	55,089	3,341
Seward	16.2	.0068	30.8	16.4	14.5	15.8	28.1	5.7	56,629	10,427	4,785	6,211	3,315	12,680	1,686
Sheridan	7.7	.0032	35.6	8.6	13.8	15.9	34.7	2.9	39,395	10,932	3,232	449	869	7,686	1,491
Sherman	4.1	.0017	38.7	7.2	11.4	15.7	38.3	1.5	8,941	1,596	678		874	1,485	329
Sioux	1.7	.0007	35.3	9.0	14.1	20.3	30.1	.7	3,050	371	68	1,267		699	
Stanton	6.8	.0029	29.9	10.2	16.3	16.7	25.0	2.4	6,085	864	1,690	202	63	415	
Thayer	7.5	.0031	40.2	7.7	12.9	15.3	40.3	2.8	37,888	8,136	2,068	1,306	65	6,611	1,590
Thomas	1.0	.0005	32.1	9.3	16.0	19.3	26.1	.4	2,988	419	277			1,190	
Thurston	7.4	.0031	31.1	9.6	13.6	16.3	28.5	2.4	26,882	4,640	1,071	510	535	4,948	785
Valley	5.7	.0024	38.0	7.9	13.4	15.4	37.8	2.2	23,797	5,428	1,132	2,199	323	4,664	965
Wayne	9.8	.0041	29.1	22.7	12.9	15.2	27.2	3.4	38,264	7,754	3,802	4,216	889	11,457	1,307
Webster	4.6	.0019	42.8	6.3	10.9	16.5	42.4	1.9	12,561	1,226	1,041		691	3,781	874
Wheeler	1.0	[illegible]	29.9	10.2	15.6	14.8	27.2	.4	929	352	453				
York	15.1	.0064	33.1	11.3	15.7	16.7	30.3	5.7	78,632	16,731	7,247	6,590	1,251	20,658	1,852
TOTAL METRO COUNTIES	**745.0**	**.3125**	**29.6**	**14.3**	**19.2**	**17.7**	**21.9**	**279.7**	**4,185,880**	**835,082**	**408,738**	**586,145**	**375,198**	**902,567**	**122,970**
TOTAL STATE	**1,619.4**	**.6797**	**31.5**	**12.4**	**16.9**	**17.0**	**27.0**	**607.9**	**8,359,938**	**1,647,480**	**727,182**	**991,428**	**436,209**	**1,936,811**	**227,088**

NEB.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
LINCOLN	**2,725,335**	**30,402**	**18.2**	**29.0**	**23.0**	**18.4**	**.0943**
Lancaster	2,725,335	30,402	18.2	29.0	23.0	18.4	.0943
• Lincoln	2,424,040	29,830	18.8	28.8	22.5	18.0	.0858
SUBURBAN TOTAL	301,295	34,736	12.8	30.4	26.8	22.6	.0085
OMAHA	**7,715,814**	**30,453**	**18.0**	**28.8**	**22.9**	**16.5**	**.2842**
Douglas	5,500,052	30,961	17.8	27.2	22.5	20.2	.2046
• Omaha	4,315,966	28,700	19.5	27.7	20.7	18.1	.1686
Sarpy	1,128,310	34,118	14.2	32.6	27.6	20.4	.0367
Washington	166,522	26,474	20.9	35.1	19.4	9.6	.0056
Pottawattamie, Iowa	*920,930*	*25,854*	*21.8*	*32.3*	*20.6*	*10.0*	*.0373*
• Council Bluffs	*591,025*	*24,507*	*23.6*	*32.0*	*19.6*	*8.4*	*.0266*
SUBURBAN TOTAL	2,808,823	34,905	13.6	29.9	27.6	22.2	.0890
OTHER COUNTIES							
Adams	322,945	23,553	23.0	33.0	16.9	8.3	.0130
Antelope	59,039	15,313	28.8	24.8	8.2	3.6	.0026
Arthur	3,936	15,625	34.5	23.0	7.0	6.0	.0002
Banner	6,535	16,909	40.9	26.7	9.0	4.7	.0001
Blaine	4,529	12,769	38.3	18.7	3.7	2.0	.0003
Boone	47,648	13,878	30.7	22.8	5.7	4.5	.0023
Box Butte	146,927	23,872	23.7	36.1	17.6	6.0	.0055
Boyd	17,045	10,771	36.5	14.2	2.2	1.2	.0008
Brown	28,731	13,971	34.7	21.3	4.6	3.2	.0014
Buffalo	383,070	24,198	23.9	32.0	17.6	10.0	.0158
Burt	74,159	17,890	30.7	29.8	9.0	4.8	.0029
Butler	67,207	17,078	30.5	29.7	7.6	4.1	.0025
Cass	211,864	25,132	23.4	35.1	19.9	7.5	.0071
Cedar	80,649	15,985	32.1	25.0	8.0	5.2	.0032
Chase	39,191	17,833	28.4	30.5	9.7	3.9	.0019
Cherry	50,029	15,879	39.3	23.0	7.4	4.0	.0023
Cheyenne	107,013	24,239	22.3	30.5	17.2	10.1	.0055
Clay	67,345	19,855	27.6	32.4	12.4	4.8	.0026
Colfax	76,168	17,491	30.0	29.1	9.3	4.7	.0030
Cuming	85,496	17,824	32.1	30.5	8.5	4.9	.0038
Custer	105,702	17,143	31.6	28.4	7.8	5.0	.0048
☐ Dakota	170,509	25,032	20.8	38.6	17.5	7.5	.0062
Dawes	84,373	18,904	27.8	27.2	12.4	7.9	.0037
Dawson	230,346	24,198	23.1	37.2	17.4	6.6	.0094
Deuel	24,437	21,323	28.1	34.9	12.3	6.9	.0013
Dixon	48,139	15,271	32.5	25.7	7.2	3.5	.0017
Dodge	371,341	23,774	24.2	32.2	17.6	8.6	.0150
Dundy	25,478	17,750	27.8	29.2	9.2	5.2	.0010
Fillmore	62,737	18,250	32.1	31.0	9.3	4.1	.0025
Franklin	37,269	18,260	28.2	30.0	9.2	5.9	.0015
Frontier	31,473	19,000	29.6	30.0	9.9	7.3	.0011
Furnas	48,433	15,540	32.6	26.5	7.7	2.3	.0022
Gage	224,012	21,213	26.9	32.1	14.1	7.0	.0091
Garden	19,682	16,389	35.4	28.2	7.1	3.2	.0007

Second largest buy in NEBRASKA!
75.7% home county coverage!
165,842 daily coverage!



The NEBRASKA OUTSTATE GROUP

- ALLIANCE TIMES HERALD
- BEATRICE SUN
- COLUMBUS TELEGRAM
- FALLS CITY JOURNAL
- GRAND ISLAND INDEPENDENT
- HASTINGS TRIBUNE
- HOLDREGE CITIZEN
- KEARNEY DAILY HUB
- McCOOK DAILY GAZETTE
- NEBRASKA CITY NEWS PRESS
- NORFOLK DAILY NEWS
- NORTH PLATTE TELEGRAPH
- SCOTTSBLUFF STAR-HERALD
- YORK NEWS-TIMES

1 ORDER — 1 BILL

Represented by **Branham** *Newspaper Sales.*

NEB. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group A	B	C	D	Buying Power Index
Garfield	14,199	11,870	36.2	17.0	5.3	.4	.0009
Gosper	17,720	19,286	27.5	31.6	10.6	5.9	.0006
Grant	5,104	15,083	39.0	24.3	6.7	1.3	.0002
Greeley	20,113	12,721	29.4	23.5	3.8	3.9	.0010
Hall	510,734	24,290	23.3	34.6	17.4	8.4	.0220
Hamilton	75,595	19,657	32.1	35.2	9.3	4.5	.0030
Harlan	38,513	19,209	24.5	28.8	13.0	6.2	.0015
Hayes	10,766	16,857	33.2	25.0	12.2	5.8	.0004
Hitchcock	29,908	17,333	33.2	29.6	8.6	3.2	.0011
Holt	90,552	15,040	34.5	25.2	6.4	2.8	.0045
Hooker	5,516	11,950	39.5	19.0	1.0	.5	.0003
Howard	43,598	15,806	36.7	26.5	7.0	2.1	.0018
Jefferson	86,468	19,990	27.1	31.7	13.5	4.7	.0037
Johnson	39,295	16,491	31.8	27.9	7.7	4.5	.0016
Kearney	68,001	22,603	25.0	33.9	14.9	8.6	.0024
Keith	106,109	25,383	22.4	34.7	18.8	9.4	.0049
Keya Paha	9,095	13,895	36.8	19.4	5.2	5.8	.0003
Kimball	55,160	25,268	23.0	31.9	17.2	12.1	.0022
Knox	79,071	15,649	31.6	25.0	8.2	4.2	.0031
Lincoln	387,551	24,865	21.8	37.0	18.9	7.0	.0157
Logan	6,101	13,000	37.7	16.5	5.8	1.8	.0003
Loup	6,576	18,556	31.0	29.7	10.0	5.3	.0002
McPherson	3,508	14,429	33.5	27.0	1.5	4.5	.0001
Madison	335,604	23,854	23.0	32.7	17.4	9.2	.0139
Merrick	65,184	18,632	30.4	35.8	7.3	2.8	.0027
Morrill	35,990	12,583	34.8	20.2	4.4	1.3	.0016
Nance	33,009	16,364	31.5	27.8	7.3	3.9	.0012
Nemaha	85,394	21,785	23.5	30.2	16.6	8.2	.0030
Nuckolls	48,720	16,745	34.1	28.4	7.2	2.8	.0022

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group A	B	C	D	Buying Power Index
Otoe	152,682	22,567	24.8	31.7	15.6	8.2	.0061
Pawnee	24,525	13,545	33.2	22.6	5.7	1.7	.0011
Perkins	41,961	24,586	21.5	28.6	17.9	12.8	.0013
Phelps	102,976	24,667	21.9	30.5	19.7	10.4	.0044
Pierce	57,894	16,161	35.6	28.5	5.3	3.3	.0025
Platte	282,201	24,321	22.2	36.0	17.4	7.4	.0113
Polk	44,792	17,076	32.7	29.2	8.7	2.8	.0019
Red Willow	134,956	23,224	24.9	31.1	17.0	9.6	.0058
Richardson	78,357	14,832	34.6	23.5	7.4	2.4	.0035
Rock	19,764	18,406	33.2	29.2	9.9	5.6	.0008
Saline	126,050	21,630	24.1	33.9	13.9	5.8	.0048
Saunders	164,703	21,234	27.5	34.4	14.0	5.0	.0062
Scotts Bluff	363,671	21,718	26.8	33.0	14.3	7.4	.0157
Seward	165,602	25,106	21.5	35.6	17.3	10.2	.0059
Sheridan	57,370	15,940	28.7	26.8	8.3	4.9	.0026
Sherman	23,069	13,623	36.9	23.0	3.5	1.1	.0010
Sioux	17,351	20,667	28.1	30.8	12.6	8.3	.0006
Stanton	48,007	18,456	30.2	32.8	9.5	2.8	.0017
Thayer	59,995	18,769	28.9	32.9	8.3	5.4	.0026
Thomas	7,996	16,895	37.5	28.7	5.0	4.8	.0004
Thurston	49,385	17,162	31.6	27.6	9.3	4.5	.0021
Valley	40,308	15,177	34.5	24.1	7.0	3.2	.0018
Wayne	88,997	21,845	26.6	29.8	16.1	8.0	.0035
Webster	35,318	15,407	29.5	26.8	7.1	3.1	.0014
Wheeler	8,556	18,471	36.2	31.2	7.8	4.8	.0002
York	145,725	22,233	26.0	33.2	15.2	7.6	.0060
TOTAL METRO COUNTIES	**9,690,730**	**30,884**	**17.7**	**28.6**	**23.0**	**19.2**	**.3874**
TOTAL STATE	**17,538,989**	**24,698**	**22.7**	**30.0**	**17.9**	**12.4**	**.4690**

NEVADA

NEV.
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LAS VEGAS	**540.4**	**.2267**	**31.2**	**12.3**	**19.0**	**21.1**	**21.7**	**214.7**	**3,839,058**	**812,026**	**396,279**	**485,257**	**228,646**	**703,592**	**156,853**
Clark	540.4	.2267	31.2	12.3	19.0	21.1	21.7	214.7	3,839,058	812,026	396,279	485,257	228,646	703,592	156,853
• Las Vegas	183.5	.0770	31.5	12.0	18.5	20.7	22.8	73.2	1,543,815	306,800	150,158	156,793	98,273	280,594	64,672
North Las Vegas	46.6	.0196	25.0	14.6	17.7	17.6	14.6	15.0	114,525	29,799	14,147	11,424	8,520	8,058	7,456
SUBURBAN TOTAL	356.9	.1497	31.1	12.5	19.3	21.3	21.1	141.5	2,295,243	505,226	246,121	328,464	130,373	422,998	92,181
RENO	**215.0**	**.0903**	**32.1**	**13.1**	**20.7**	**20.6**	**23.5**	**90.3**	**1,825,620**	**360,058**	**159,252**	**282,206**	**81,759**	**322,983**	**57,684**
Washoe	215.0	.0903	32.1	13.1	20.7	20.6	23.5	90.3	1,825,620	360,058	159,252	282,206	81,759	322,983	57,684
• Reno	106.8	.0448	32.8	14.9	21.3	18.9	26.3	48.9	1,286,040	219,245	109,713	204,941	66,234	269,089	32,878
Sparks	49.1	.0206	30.8	12.7	20.9	20.6	20.7	19.3	326,693	92,549	25,935	61,770	9,956	36,574	14,360
SUBURBAN TOTAL	108.2	.0455	31.5	11.3	20.1	22.2	20.7	41.4	539,580	140,813	49,539	77,265	15,525	53,894	24,806
OTHER COUNTIES															
Carson City	35.8	.0150	33.6	10.7	18.4	21.1	26.3	14.4	282,110	68,949	24,390	21,187	11,492	55,193	20,183
Carson City	35.8	.0150	33.6	10.7	18.4	21.1	26.3	14.4	282,110	68,949	24,390	21,187	11,492	55,193	20,183
Churchill	15.2	.0064	32.3	11.9	15.4	18.5	27.4	5.7	84,276	26,876	6,515	1,553	3,452	21,043	173
Douglas	22.9	.0097	33.3	8.3	21.3	22.0	24.4	9.1	90,914	25,194	6,927	71	4,182	4,990	2,148
Elko	19.6	.0082	31.5	9.9	17.1	20.5	23.4	7.7	160,448	34,339	14,738	4,209	4,052	29,059	9,540
Esmeralda	1.1	.0004	35.9	8.9	15.6	17.9	33.3	.3	5,095	73	605	1,136			

LAS VEGAS
PERSPECTIVE
1985

1985 MARKET BOOK
LAS VEGAS PERSPECTIVE
Latest demos on the growing Southern Nevada area

LAS VEGAS REVIEW-JOURNAL

Nevada's Largest Newspaper
Over 100,000 Daily

For your copy contact: Trudy Patterson, National Adv. Manager
Las Vegas Review-Journal, P.O. Box 70, Las Vegas, NV 89125 (702) 383-0363
REPRESENTED BY THE PAPERT COMPANIES

12 Million People a Year

That's how many visitors come to Nevada each year, spending over $500 million on indoor recreation. And, they spend an additional $55 million a year on outdoor recreation as well. Reach the market where people are ready to spend!

Reno Gazette-Journal

For more information call
(702) 788-6214

NEV. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84 · RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Eureka	1.3	.0006	30.7	11.3	17.7	19.3	23.0	.5	3,792	1,205	672			313	
Humboldt	11.5	.0048	30.9	11.1	18.4	19.8	22.7	4.3	103,219	28,146	10,004	1,151	1,603	9,690	
Lander	4.9	.0021	27.9	13.8	20.1	19.6	16.1	1.9	17,901	5,977	2,656		194	1,474	1,181
Lincoln	3.9	.0016	30.0	8.8	13.8	17.2	25.8	1.4	8,081	1,764	991	1,839	79	326	283
Lyon	16.2	.0068	34.2	8.5	15.6	19.5	29.2	6.3	61,212	21,898	4,336	1,454	1,334	8,390	1,310
Mineral	5.8	.0024	33.6	8.7	15.2	19.2	28.7	2.3	29,789	9,223	1,722	2,497	169	3,366	533
Nye	13.5	.0057	33.1	10.4	15.7	20.4	26.7	5.3	55,860	17,869	4,741	488	281	8,180	1,715
Pershing	3.6	.0015	33.1	11.1	15.8	19.2	27.8	1.4	36,567	6,244	3,162	888	114	2,218	146
Storey	1.7	.0007	33.6	11.5	17.9	21.5	26.0	.6	4,604	601	1,456		96	133	
White Pine	8.0	.0033	33.6	7.9	15.9	18.7	29.1	3.2	47,444	14,460	4,023	2,417	1,561	7,129	1,568
TOTAL METRO COUNTIES	**755.4**	**.3170**	**31.5**	**12.5**	**19.5**	**21.0**	**22.2**	**305.0**	**5,664,678**	**1,172,084**	**555,531**	**767,463**	**310,405**	**1,026,575**	**214,537**
TOTAL STATE	**920.4**	**.3862**	**31.7**	**12.1**	**19.1**	**20.8**	**22.8**	**369.4**	**6,655,990**	**1,434,902**	**642,469**	**836,433**	**339,014**	**1,178,079**	**253,317**

NEV.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
LAS VEGAS	**6,051,998**	**24,577**	**24.5**	**32.5**	**17.9**	**10.2**	**.2515**
Clark	6,051,998	24,577	24.5	32.5	17.9	10.2	.2515
• Las Vegas	2,009,262	23,789	24.1	31.4	17.5	9.7	.0901
North Las Vegas	357,420	21,439	28.7	34.9	13.8	5.2	.0135
SUBURBAN TOTAL	4,042,736	24,969	24.7	33.1	18.1	10.5	.1614
RENO	**2,660,670**	**25,536**	**24.2**	**32.1**	**19.1**	**11.6**	**.1119**
Washoe	2,660,670	25,536	24.2	32.1	19.1	11.6	.1119
• Reno	1,345,458	23,105	26.9	31.3	16.3	10.0	.0648
Sparks	564,345	27,320	23.1	33.5	23.5	9.5	.0226
SUBURBAN TOTAL	1,315,212	28,419	21.0	33.2	22.5	13.4	.0471
OTHER COUNTIES							
Carson City	400,849	25,059	23.5	33.4	18.5	9.9	.0173
Carson City	400,849	25,059	23.5	33.4	18.5	9.9	.0173
Churchill	120,096	17,456	32.9	28.1	10.5	3.6	.0056

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Douglas	299,224	27,533	20.3	37.3	19.6	12.6	.0098
Elko	210,350	23,686	23.2	32.3	16.2	10.7	.0095
Esmeralda	9,861	30,143	19.3	29.6	19.7	18.0	.0004
Eureka	13,150	22,500	23.4	28.6	13.8	11.6	.0005
Humboldt	92,212	16,626	34.7	27.5	9.4	4.0	.0051
Lander	50,867	25,352	19.9	37.0	19.9	7.1	.0018
Lincoln	28,572	18,279	30.5	30.9	11.1	2.6	.0011
Lyon	144,346	20,082	28.1	32.1	13.1	5.1	.0055
Mineral	61,540	23,429	23.0	34.6	15.9	7.8	.0024
Nye	135,519	23,443	23.2	32.1	19.5	6.2	.0051
Pershing	39,589	23,429	21.6	29.9	14.1	14.6	.0020
Storey	15,238	22,556	26.6	37.7	16.2	2.8	.0005
White Pine	92,415	25,548	20.4	30.8	20.2	11.6	.0035
TOTAL METRO COUNTIES	**8,712,668**	**24,862**	**24.4**	**32.5**	**18.2**	**10.6**	**.3634**
TOTAL STATE	**10,426,496**	**24,526**	**24.5**	**32.4**	**17.9**	**10.3**	**.4335**

NEW HAMPSHIRE

N.H.
S&MM ESTIMATES

POPULATION—12/31/84 · RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MANCHESTER - NASHUA	**295.3**	**.1239**	**31.2**	**11.4**	**18.4**	**19.0**	**24.0**	**106.4**	**2,216,597**	**410,090**	**179,555**	**364,114**	**104,677**	**453,819**	**58,303**
Hillsborough	295.3	.1239	31.2	11.4	18.4	19.0	24.0	106.4	2,216,597	410,090	179,555	364,114	104,677	453,819	58,303
• Manchester	94.7	.0397	32.5	13.2	17.2	15.8	29.9	37.3	886,441	122,165	78,745	166,759	43,653	216,621	23,677
• Nashua	72.5	.0304	31.1	11.9	19.0	19.0	23.7	27.3	672,048	102,831	48,764	97,977	32,828	175,126	15,567
SUBURBAN TOTAL	128.1	.0538	30.4	9.7	19.1	21.4	19.8	41.8	658,108	185,094	52,046	99,378	28,196	62,072	19,059
PORTSMOUTH - DOVER - ROCHESTER	**302.5**	**.1270**	**30.6**	**13.1**	**18.9**	**19.1**	**22.6**	**108.0**	**2,093,629**	**448,228**	**181,339**	**166,972**	**90,120**	**447,584**	**59,334**
Rockingham	212.6	.0892	31.0	11.0	19.8	19.9	22.1	76.3	1,615,421	328,819	143,761	141,747	75,754	336,842	45,718
• Portsmouth	28.3	.0119	28.9	16.9	20.1	15.5	22.2	10.5	429,456	49,402	46,259	18,664	15,913	114,515	7,186
Strafford	89.9	.0378	29.5	18.1	16.3	17.2	23.8	31.7	478,208	119,409	37,578	25,225	14,366	110,742	13,616
• Dover	22.8	.0096	31.5	15.8	16.8	17.1	27.1	8.8	179,927	40,413	18,797	7,159	10,436	39,154	5,152

N.H. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84 | RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Rochester	22.3	.0094	32.6	10.9	16.5	18.2	27.8	8.3	189,291	52,703	8,470	14,724	2,740	41,060	5,617
SUBURBAN TOTAL	229.1	.0961	30.6	12.5	19.2	19.8	21.7	80.4	1,294,955	305,710	107,813	126,425	61,031	252,855	41,379
OTHER COUNTIES															
Belknap	46.3	.0195	33.4	9.7	17.5	17.9	29.2	17.3	394,904	92,113	34,108	21,625	13,691	105,143	9,018
Carroll	31.1	.0130	36.2	8.4	17.0	17.9	33.7	12.8	242,233	53,778	28,351	15,067	10,391	27,914	4,881
Cheshire	64.2	.0270	32.1	12.9	17.0	17.7	27.4	23.0	356,005	70,721	27,356	31,852	8,564	78,642	6,775
Coos	34.1	.0143	34.2	9.7	15.3	17.2	31.7	12.9	204,468	49,615	13,437	15,683	5,249	42,442	6,242
Grafton	68.4	.0287	31.0	16.8	17.3	16.9	26.1	24.7	526,125	158,580	40,835	44,547	21,944	81,305	9,321
Merrimack	102.4	.0434	32.3	11.3	18.3	18.3	26.8	37.4	637,861	161,189	53,375	62,738	14,617	139,841	16,215
Sullivan	37.1	.0155	33.1	9.7	17.2	17.7	29.0	14.4	186,189	43,645	8,967	14,341	5,958	39,045	8,613
TOTAL METRO COUNTIES	**597.8**	**.2509**	**30.9**	**12.2**	**18.7**	**19.0**	**23.3**	**214.4**	**4,310,226**	**858,318**	**360,894**	**531,086**	**194,797**	**901,403**	**117,637**
TOTAL STATE	**982.4**	**.4123**	**31.6**	**12.1**	**18.1**	**18.5**	**25.3**	**356.9**	**6,858,011**	**1,487,959**	**567,323**	**736,939**	**275,211**	**1,415,735**	**178,702**

N.H.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
MANCHESTER - NASHUA	**3,650,730**	**31,169**	**17.6**	**28.9**	**23.7**	**18.9**	**.1469**
Hillsborough	3,650,730	31,169	17.6	28.9	23.7	18.9	.1469
• Manchester	1,092,050	26,110	21.8	30.3	7.8	12.3	.0497
• Nashua	955,311	32,161	16.9	28.6	24.9	19.7	.0402
SUBURBAN TOTAL	1,603,369	35,235	14.5	28.0	26.2	24.2	.0570
PORTSMOUTH - DOVER - ROCHESTER	**3,655,311**	**30,708**	**17.4**	**30.2**	**23.7**	**17.7**	**.1447**
Rockingham	2,701,003	32,415	16.2	29.4	24.9	19.9	.1075
• Portsmouth	317,390	25,181	24.1	33.3	19.1	10.8	.0185
Strafford	954,308	26,868	20.1	32.0	20.7	12.4	.0372
• Dover	256,001	26,211	20.5	31.6	19.4	12.8	.0110
• Rochester	234,874	26,426	20.5	34.0	21.5	9.5	.0108
SUBURBAN TOTAL	2,847,046	32,517	15.8	29.2	25.0	20.0	.1044

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Belknap	438,062	22,117	26.5	33.9	15.1	6.9	.0216
Carroll	299,134	19,766	31.0	32.2	10.6	6.4	.0140
Cheshire	653,741	25,136	22.9	34.8	18.7	9.0	.0263
Coos	310,526	21,773	25.3	34.3	14.2	6.0	.0136
Grafton	683,983	23,032	25.9	33.3	15.0	9.5	.0312
Merrimack	1,111,562	26,150	22.3	34.2	19.8	10.9	.0451
Sullivan	361,945	22,573	26.3	35.1	15.7	5.8	.0145
TOTAL METRO COUNTIES	**7,306,041**	**30,935**	**17.5**	**29.6**	**23.7**	**18.3**	**.2916**
TOTAL STATE	**11,164,994**	**27,648**	**20.5**	**31.3**	**20.8**	**14.4**	**.4579**

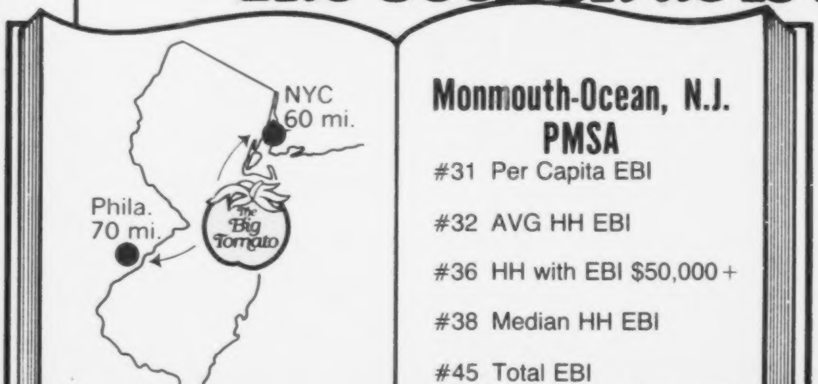
NEW JERSEY

N.J.
S&MM ESTIMATES

POPULATION—12/31/84 | RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ATLANTIC CITY	**302.8**	**.1271**	**35.5**	**11.1**	**15.0**	**16.1**	**34.4**	**117.3**	**2,132,276**	**457,033**	**295,666**	**192,376**	**82,470**	**356,044**	**62,702**
Atlantic	207.9	.0873	34.4	11.3	15.4	16.7	32.3	78.6	1,430,733	278,491	170,273	148,815	62,077	218,401	40.238
• Atlantic City	37.4	.0157	40.2	10.3	12.5	13.9	41.0	15.9	368,316	34,157	57,970	15,539	5,075	49,918	10,057

The book on us is quality.



Monmouth-Ocean, N.J.
PMSA

#31 Per Capita EBI

#32 AVG HH EBI

#36 HH with EBI $50,000+

#38 Median HH EBI

#45 Total EBI

S&MM, 1984

The Big Tomato is only #51 in population, but our affluence makes us "top 50" all the way. Put us on your best-seller list.

THE ASBURY PARK
PRESS

Call the Asbury Park Press at 201-774-7000, or any Sawyer • Ferguson • Walker office.

N.J. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

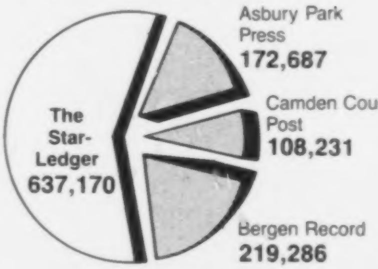
RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Cape May	94.9	.0398	38.6	10.4	14.0	15.2	38.8	38.7	701,543	178,542	125,393	43,561	20,393	137,643	22,464
SUBURBAN TOTAL	265.4	.1114	35.0	11.2	15.2	16.5	33.5	101.4	1,763,960	422,876	237,696	176,837	77,395	306,126	52,645
BERGEN - PASSAIC	1,281.1	.5376	35.4	10.5	15.9	19.8	30.7	470.1	9,093,022	1,745,640	796,727	1,053,332	576,121	1,697,122	264,968
Bergen	836.1	.3509	36.7	10.2	15.6	20.5	32.0	311.9	6,476,951	1,315,074	552,154	691,822	421,325	1,290,759	207,703
Passaic	445.0	.1867	33.1	11.1	16.3	18.7	28.2	158.2	2,616,071	430,566	244,573	361,510	154,796	406,373	57,245
Clifton	74.0	.0311	40.6	10.6	15.7	16.3	40.0	29.8	490,269	105,489	58,321	19,045	10,260	97,511	9,463
Passaic	53.0	.0222	31.8	11.1	16.7	17.5	27.2	20.1	186,304	15,517	13,960	4,911	9,468	19,959	6,549
● Paterson	134.6	.0565	29.4	11.7	16.7	17.4	23.3	46.6	420,315	92,695	28,797	24,575	26,999	84,541	15,201
Wayne Township	47.0	.0197	36.1	10.4	13.3	23.3	28.5	15.0	774,801	65,608	70,652	282,086	59,073	83,013	8,917
SUBURBAN TOTAL	1,146.5	.4811	36.2	10.4	15.8	20.0	31.6	423.5	8,672,707	1,652,945	767,930	1,028,757	549,122	1,612,591	249,747
JERSEY CITY	548.2	.2301	33.7	11.4	16.5	18.3	29.5	209.8	2,348,748	631,485	182,202	109,256	118,226	375,015	79,810
Hudson	548.2	.2301	33.7	11.4	16.5	18.3	29.5	209.8	2,348,748	631,485	182,202	109,256	118,226	375,015	79,810
Bayonne	63.0	.0264	37.2	11.0	16.3	16.2	36.3	25.2	254,720	77,860	27,110	1,333	18,384	10,715	13,418
● Hoboken	41.1	.0172	30.1	14.1	19.4	16.9	23.6	15.3	126,018	60,776	16,385	2,775	3,741	3,322	5,746
● Jersey City	217.5	.0913	31.6	11.4	16.7	17.3	27.1	80.5	871,893	199,172	62,881	43,826	35,817	207,249	27,781
North Bergen Township	47.2	.0198	37.7	10.3	16.5	19.3	34.4	19.3	213,907	91,264	16,925	3,434	10,506	26,504	4,812
Union City	56.1	.0235	34.2	11.5	15.5	21.1	27.6	21.5	251,286	44,086	14,234	22,566	12,612	56,857	8,956
SUBURBAN TOTAL	289.6	.1216	36.1	10.9	16.0	19.3	32.2	114.0	1,350,837	371,537	102,936	62,655	78,668	164,444	46,283
MIDDLESEX - SOMERSET - HUNTERDON	920.0	.3861	32.7	12.2	17.1	20.7	25.4	320.1	5,808,892	1,255,360	467,731	649,683	409,087	1,028,398	150,694
Hunterdon	97.7	.0410	33.3	9.1	16.7	23.5	23.6	33.1	533,655	114,889	46,003	23,199	35,091	82,472	11,817
Middlesex	611.2	.2565	32.2	13.4	17.6	19.6	25.4	213.2	3,718,941	789,546	298,625	494,597	291,011	551,906	104,245
Edison Township	75.7	.0318	32.8	11.8	18.2	20.9	25.1	26.7	586,042	69,148	41,027	56,624	97,809	90,228	19,223
● New Brunswick	41.0	.0172	24.9	30.7	16.5	11.6	21.6	13.9	213,324	12,220	17,527	47,906	8,561	40,879	4,409
Old Bridge Township	53.7	.0225	30.5	11.9	18.4	21.6	20.0	13.3	120,941	33,994	11,820	3,260	3,614	29,399	8,339
● Perth Amboy	38.7	.0162	33.4	11.2	15.8	16.4	31.1	14.3	183,330	45,049	15,816	13,760	11,842	48,797	5,085
Piscataway Township	42.8	.0180	27.7	20.7	19.4	19.9	15.9	13.2	61,689	7,823	14,419		5,226	6,152	860
Woodbridge Township	92.3	.0387	34.0	12.4	17.3	19.8	28.4	31.7	876,947	164,027	66,182	197,424	52,950	89,677	17,003
Somerset	211.1	.0886	34.2	10.2	16.6	22.5	26.1	73.8	1,536,296	350,925	123,100	131,887	82,985	394,020	34,632
SUBURBAN TOTAL	840.3	.3527	33.1	11.3	17.3	21.3	25.3	291.9	5,412,238	1,198,091	434,288	588,017	388,684	938,722	141,200
MONMOUTH - OCEAN	932.2	.3912	34.9	9.1	15.6	18.6	31.2	347.2	5,515,153	1,212,130	503,296	540,144	230,491	1,375,675	151,312
Monmouth	532.8	.2236	33.6	9.9	15.8	20.5	27.4	189.7	3,231,051	699,878	316,814	328,846	147,853	763,352	86,437
Middletown Township	68.4	.0287	32.8	9.6	15.2	22.1	24.6	21.7	226,018	72,868	17,256	28,649	14,368	24,263	11,306
Ocean	399.4	.1676	37.1	8.0	15.0	16.1	36.5	157.5	2,284,102	512,252	186,482	211,298	82,638	612,323	64,875
Brick Township	62.1	.0261	33.5	8.8	17.3	18.1	29.3	23.3	306,363	93,567	15,658	36,445	20,866	58,341	5,888

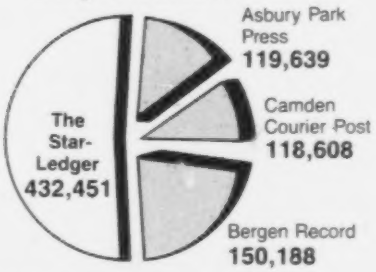
#1 Circulation in New Jersey

The Star-Ledger dominates New Jersey with more daily and Sunday circulation than the next 3 newspapers combined.

Sunday Circulation



Daily Circulation



For more information about The Star-Ledger's selling power, contact Walter Schwartz, National Advertising Manager, (201) 877-4214.

The Star-Ledger

New Jersey's Largest Newspaper

Star-Ledger Plaza, Newark, N.J. 07101

Represented Nationally by Newhouse Newspapers

Source: 1983 Audit

JERSEY 1 NETWORK

Means Food Sales

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

The Jersey 1 Newspaper Network captures 40% or better of Northern New Jersey's food market. ■ $3.2 billion in food store sales—42% of Northern New Jersey food sales ■ 214 supermarkets—44% of Northern New Jersey food sales ■ 152 major chain locations such as A&P · Grand Union · Pathmark · Foodtown · ACME · Shoprite · Kings · IGA

Source: Progressive Grocer Marketing Guidebook 1985

Nationally Represented by Landon Associates Inc.

CALL GREG McNALLY
NEW YORK (212) 867-1112

JERSEY 1 NETWORK

N.J. (cont.) S&MM ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Dover Township	73.4	.0308	34.7	8.5	15.0	19.9	29.6	26.9	716,403	120,667	37,987	123,372	29,430	232,332	14,697
SUBURBAN TOTAL	932.2	.912	34.9	9.1	15.6	18.6	31.2	347.2	5,515,153	1,212,130	503,296	540,144	230,491	1,375,675	151,312
NEWARK	**1,868.4**	**.7842**	**33.6**	**10.3**	**16.5**	**20.1**	**27.5**	**668.9**	**10,115,041**	**2,245,464**	**901,796**	**867,364**	**620,242**	**2,031,927**	**304,804**
Essex	820.8	.3445	33.0	10.8	16.2	19.0	27.7	298.7	4,171,793	918,795	385,407	462,123	265,130	664,145	144,582
Bloomfield Township	46.4	.0195	37.8	10.5	17.2	17.3	36.1	18.6	281,050	66,761	20,167	3,359	8,125	67,722	14,499
East Orange	76.4	.0321	31.1	11.4	18.9	19.2	23.6	29.2	171,158	65,282	16,195	2,248	3,727	18,298	7,280
Irvington Township	61.2	.0257	33.7	10.2	18.7	17.3	30.2	25.3	201,484	44,546	15,305	4,415	10,217	42,891	10,897
● Newark	313.4	.1315	29.0	11.8	15.8	18.4	22.0	108.8	869,271	152,246	123,038	106,803	70,415	58,329	41,599
Morris	421.9	.1771	33.1	10.0	17.2	22.9	23.8	143.8	2,765,050	647,627	234,401	299,369	159,394	553,959	61,675
Parsippany - Troy Hills Township	50.6	.0212	32.0	10.9	21.5	23.1	20.4	18.6	263,604	81,521	28,424	21,056	17,340	45,925	6,030
Sussex	131.8	.0553	30.9	8.4	20.1	21.2	20.6	44.1	484,580	131,024	37,012	22,666	13,661	110,790	13,752
Union	493.9	.2073	36.1	10.4	15.4	19.2	32.2	182.3	2,693,618	548,018	244,976	83,206	182,057	703,033	84,795
● Elizabeth	105.8	.0444	33.8	11.5	16.4	18.3	29.8	40.5	439,212	102,220	41,534	8,198	27,505	89,728	16,460
Plainfield	46.0	.0193	31.0	11.2	17.8	19.2	23.6	16.2	170,916	21,123	11,705	10,529	9,253	46,797	8,768
Union Township	49.7	.0209	42.5	10.5	13.2	17.3	41.6	18.9	460,633	81,762	36,421	4,796	53,274	113,101	12,514
SUBURBAN TOTAL	1,449.2	.6083	34.5	9.9	16.7	20.6	28.5	519.6	8,806,558	1,990,998	737,224	752,363	522,322	1,883,870	246,745
TRENTON	**312.4**	**.1311**	**33.2**	**12.7**	**16.6**	**18.9**	**28.2**	**111.0**	**1,865,274**	**389,856**	**166,470**	**244,903**	**92,486**	**311,133**	**58,628**
Mercer	312.4	.1311	33.2	12.7	16.6	18.9	28.2	111.0	1,865,274	389,856	166,470	244,903	92,486	311,133	58,628
Hamilton Township	84.1	.0353	35.0	10.4	17.1	19.5	30.4	30.8	481,768	164,193	37,637	37,637	12,454	97,443	16,966
● Trenton	91.4	.0384	31.6	11.8	16.9	15.7	28.6	33.4	294,582	27,791	40,832	19,647	30,232	11,603	10,724
SUBURBAN TOTAL	221.0	.0927	33.9	13.1	16.4	20.2	28.1	77.6	1,570,692	362,065	125,638	225,256	62,254	299,530	47,904

Only The Times delivers the East's hottest new market.

The East's hottest new market—Greater Trenton, including the affluent, influential, prime buying audience of Princeton along the dynamic Route 1 corridor.

There's only one way to reach it—with The Times—the newspaper as hot as the market it serves.

The Greater/Princeton market is not overlapped by New York/ Newark or Philadelphia. It's separate, substantial and sizzling, with the figures to prove it.

No other paper—not the Philadelphia Inquirer, not The New York Times, or The Star-Ledger—covers Greater Trenton/Princeton like The Times.

To obtain the Scarborough Research Study, or for more information, please call Jack Dempsey, Advertising Sales Manager, at (609)396-3232.

The Times is represented nationally by Sawyer, Ferguson, Walker Company.

In the Greater Trenton/Princeton Market, *The Times delivers...**

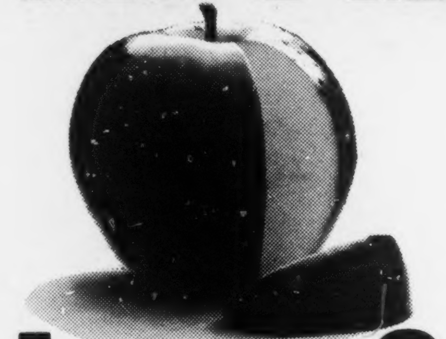
Daily
- ☐ 76% of readers age 25-44
- ☐ 79% of all readers with incomes of $25,000 +
- ☐ 81% of readers who hold professional, executive or managerial positions
- ☐ 80% of all readers who have graduated college or higher

SUNDAY
- ☐ 80% of readers age 25-44
- ☐ 89% of all readers with incomes of $25,000 +
- ☐ 86% of readers who hold professional, executive or managerial positions
- ☐ 90% of all readers who have graduated college or higher

** Based on the Scarborough Research Study, 1984*

The Times
500 Perry Street, P.O. Box 847, Trenton, New Jersey 08605
A publication of Allbritton Communications Company

THE BEST SLICE OF THE NEW YORK ADI KEEPS GETTING BETTER



Total retail sales in the Jersey 2 market increased close to $1 billion (19%) in 1984 to $5,808,892,000.* Even better, Jersey 2's $40,875 per household average spendable income is 38% higher than the national average and 12% higher than New Jersey's.

And with that quality you get quantity. Jersey 2 has the highest evening circulation in New Jersey.

*Source: S&MM Survey of Buying Power 1985

Jersey 2

Represented by:
- Story and Kelly-Smith, Inc.
- Sawyer-Ferguson-Walker Co.
- Gannett Media Sales

The Courier-News, Bridgewater **The Home News, New Brunswick**
The News Tribune, Woodbridge

N.J. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
VINELAND - MILLVILLE - BRIDGETON	**137.6**	**.0578**	**32.1**	**10.3**	**15.9**	**18.2**	**27.3**	**47.3**	**699,080**	**178,654**	**45,101**	**74,476**	**24,309**	**143,909**	**23,474**
Cumberland	137.6	.0578	32.1	10.3	15.9	18.2	27.3	47.3	699,080	178,654	45,101	74,476	24,309	143,909	23,474
• Bridgeton	19.2	.0081	31.2	11.3	14.6	14.8	29.7	7.0	133,711	24,279	11,586	2,427	2,446	31,415	7,520
• Millville	25.9	.0109	31.9	10.6	16.7	17.8	27.0	9.8	123,259	28,078	6,671	1,515	3,348	49,895	3,081
• Vineland	54.7	.0230	32.2	10.3	16.1	18.6	26.8	18.3	386,795	101,437	24,263	65,828	15,584	57,454	11,791
SUBURBAN TOTAL	37.8	.0158	32.7	9.6	15.8	19.6	26.8	12.2	55,315	24,860	2,581	4,706	2,931	5,145	1,082
OTHER COUNTIES															
☐ Burlington	387.7	.1627	30.7	12.5	17.5	20.4	22.1	128.9	1,989,537	343,247	189,620	273,225	78,159	546,144	40,392
☐ Camden	484.4	.2033	32.0	10.9	16.9	18.4	26.6	174.5	2,799,539	533,618	247,978	312,605	149,843	576,503	92,085
• Camden	82.4	.0346	27.0	11.9	14.7	14.9	23.4	28.5	181,030	42,972	22,902	6,807	4,282	6,064	15,412
Cherry Hill Township	69.5	.0292	35.7	9.1	13.1	24.5	26.9	23.1	792,745	82,931	60,669	127,884	51,029	232,823	17,320
Gloucester Township	48.9	.0205	29.6	11.3	21.8	19.1	19.1	17.0	104,220	37,935	8,663	5,627	1,596	4,390	3,096
☐ Gloucester	214.3	.0899	30.7	11.9	17.5	18.9	23.5	73.0	1,190,604	253,667	74,106	202,263	31,705	273,584	31,541
☐ Salem	67.5	.0284	32.8	10.0	15.9	18.4	28.1	24.2	224,698	47,716	19,391	12,544	10,855	51,599	8,079
☐ Warren	89.2	.0374	33.3	10.1	16.6	19.2	27.9	32.2	481,744	103,217	31,481	23,078	12,169	102,842	14,876
TOTAL METRO COUNTIES	**7,545.8**	**3.1669**	**33.6**	**10.8**	**16.4**	**19.4**	**28.3**	**2,724.5**	**44,263,608**	**9,397,087**	**3,921,565**	**4,555,249**	**2,436,163**	**8,869,905**	**1,283,345**
TOTAL STATE	**7,545.8**	**3.1669**	**33.6**	**10.8**	**16.4**	**19.4**	**28.3**	**2,724.5**	**44,263,608**	**9,397,087**	**3,921,565**	**4,555,249**	**2,436,163**	**8,869,905**	**1,283,345**

N.J.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ATLANTIC CITY	**3,322,516**	**23,791**	**24.3**	**29.2**	**17.3**	**12.1**	**.1391**
Atlantic	2,270,034	24,623	22.9	28.7	18.5	12.7	.0945
• Atlantic City	329,875	15,659	28.9	23.2	9.9	6.0	.0181
Cape May	1,052,482	22,364	27.2	30.2	15.0	10.8	.0446
SUBURBAN TOTAL	2,992,641	25,150	23.6	30.2	18.5	13.0	.1210
BERGEN - PASSAIC	**19,000,417**	**36,140**	**14.2**	**23.7**	**22.6**	**29.3**	**.6868**
Bergen	13,843,528	40,009	12.3	22.0	23.3	34.8	.4888

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Passaic	5,156,889	29,216	18.1	26.9	21.2	18.4	.1980
Clifton	1,052,022	32,382	17.0	27.2	23.4	21.6	.0380
Passaic	496,846	20,416	24.0	27.2	14.8	8.9	.0184
• Paterson	1,111,049	20,021	24.6	28.1	13.7	8.2	.0426
Wayne Township	734,825	45,264	7.6	20.0	25.7	42.1	.0361
SUBURBAN TOTAL	17,889,368	38,081	13.1	23.2	23.5	31.6	.6442
JERSEY CITY	**5,677,778**	**23,436**	**21.7**	**27.9**	**17.5**	**11.6**	**.2106**

The Trentonian

The best buy in Trenton!
(it's more cost efficient)

Call Jim Keller (Trenton) 609-989-7800

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

N.J. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Hudson	5,677,778	23,436	21.7	27.9	17.5	11.6	.2106
Bayonne	780,849	27,628	19.3	27.6	20.3	16.6	.0263
• Hoboken	369,830	19,674	25.1	27.1	13.6	8.4	.0136
• Jersey City	2,019,771	21,173	24.0	27.2	15.6	9.6	.0776
North Bergen Township	567,714	27,057	18.4	28.2	20.7	14.0	.0199
Union City	508,097	20,350	25.7	28.7	14.5	7.6	.0204
SUBURBAN TOTAL	3,288,177	25,714	19.8	28.4	19.3	13.5	.1194
MIDDLESEX - SOMERSET - HUNTERDON	**13,084,092**	**38,100**	**12.1**	**24.3**	**26.4**	**29.4**	**.4656**
Hunterdon	1,424,185	39,465	11.3	23.8	25.7	32.3	.0486
Middlesex	8,335,862	36,884	12.8	25.2	26.7	26.8	.2992
Edison Township	1,148,122	40,130	9.1	25.5	28.6	31.4	.0422
• New Brunswick	396,001	22,498	24.6	28.4	15.5	11.5	.0161
Old Bridge Township	717,937	37,937	11.3	25.8	29.8	26.4	.0212
• Perth Amboy	392,611	23,743	21.2	27.3	18.9	11.3	.0151
Piscataway Township	559,365	39,543	10.6	24.6	30.0	29.5	.0159
Woodbridge Township	1,275,418	38,769	11.5	24.2	29.1	28.5	.0528
Somerset	3,324,045	41,363	10.6	22.4	25.3	35.6	.1178
SUBURBAN TOTAL	12,295,480	39,423	11.0	24.0	27.2	31.2	.4344
MONMOUTH - OCEAN	**12,684,336**	**32,393**	**17.7**	**26.2**	**22.2**	**23.4**	**.4520**
Monmouth	7,434,954	34,926	15.4	24.2	22.3	27.6	.2637
Middletown Township	1,016,021	43,554	9.4	19.2	25.4	38.9	.0307
Ocean	5,249,382	29,671	20.7	28.5	22.0	18.3	.1883
Brick Township	835,612	33,877	16.7	27.1	26.7	21.0	.0285
Dover Township	985,050	33,101	18.2	26.0	23.4	23.3	.0419
SUBURBAN TOTAL	12,684,336	32,393	17.7	26.2	22.2	23.4	.4520
NEWARK	**25,557,276**	**33,741**	**15.1**	**23.8**	**21.3**	**26.8**	**.8868**
Essex	9,740,212	26,736	18.8	24.8	17.7	19.4	.3544
Bloomfield Township	643,541	32,208	16.9	28.2	23.9	21.0	.0229
East Orange	774,406	22,437	23.0	27.8	16.3	11.5	.0254
Irvington Township	669,027	23,777	21.1	30.4	18.5	9.9	.0228
• Newark	2,352,173	17,187	24.2	24.5	12.7	6.7	.092
Morris	6,959,518	44,700	8.9	20.4	24.8	41.2	.234
Parsippany - Troy Hills Township	826,606	41,723	8.8	24.8	27.8	34.6	.0264
Sussex	1,739,337	37,134	12.0	26.7	28.2	26.1	.0560
Union	7,118,209	35,172	14.6	24.5	22.7	27.6	.2420
• Elizabeth	1,161,024	25,091	20.9	29.6	18.9	12.2	.0416
Plainfield	536,067	29,904	17.6	27.4	21.8	19.2	.0182
Union Township	718,332	35,984	14.9	24.5	24.5	27.1	.0288
SUBURBAN TOTAL	22,044,079	38,330	12.7	23.3	23.3	32.1	.7531
TRENTON	**4,082,418**	**32,444**	**16.5**	**25.6**	**22.2**	**23.5**	**.1486**
Mercer	4,082,418	32,444	16.5	25.6	22.2	23.5	.1486
Hamilton Township	1,090,962	34,222	14.6	28.2	28.0	20.5	.0394
• Trenton	837,997	21,097	24.1	28.0	14.8	9.6	.0308
SUBURBAN TOTAL	3,244,421	37,698	13.2	24.7	25.4	29.4	.1178
VINELAND - MILLVILLE - BRIDGETON	**1,333,443**	**24,917**	**22.2**	**31.7**	**18.5**	**11.0**	**.0536**
Cumberland	1,333,443	24,917	22.2	31.7	18.5	11.0	.0536
• Bridgeton	162,914	20,152	25.0	30.9	12.5	7.0	.0079
• Millville	277,496	26,325	20.6	33.0	20.0	10.4	.0104
• Vineland	541,983	25,854	22.1	31.5	19.3	12.4	.0241
SUBURBAN TOTAL	351,050	25,614	21.8	31.8	19.4	11.6	.0112
OTHER COUNTIES							
☐ Burlington	4,791,422	33,779	15.5	28.9	25.7	21.8	.1715
☐ Camden	5,679,993	29,156	18.4	27.8	21.3	18.2	.2157
• Camden	540,024	15,276	28.2	24.1	9.9	3.7	.0216
Cherry Hill Township	1,103,443	45,416	9.5	18.4	24.4	42.0	.0456
Gloucester Township	582,131	32,622	15.3	30.9	26.4	18.4	.0178
☐ Gloucester	2,426,821	31,883	16.8	28.9	26.5	16.9	.0926
☐ Salem	873,775	34,521	16.5	22.9	25.6	23.7	.0277
☐ Warren	1,081,191	30,932	17.5	30.4	23.9	17.7	.0396
TOTAL METRO COUNTIES	**99,595,478**	**32,556**	**16.4**	**25.6**	**22.2**	**23.7**	**3.5902**
TOTAL STATE	**99,595,478**	**32,556**	**16.4**	**25.6**	**22.2**	**23.7**	**3.5902**

NEW MEXICO

N.M.
S&MM ESTIMATES

POPULATION—12/31/84 | RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBUQUERQUE	**465.1**	**.1952**	**29.8**	**13.4**	**19.6**	**18.7**	**21.1**	**176.1**	**2,694,689**	**568,614**	**282,406**	**321,054**	**175,820**	**555,152**	**83,075**
Bernalillo	465.1	.1952	29.8	13.4	19.6	18.7	21.1	176.1	2,694,689	568,614	282,406	321,054	175,820	555,152	83,075
• Albuquerque	358.2	.1503	30.2	13.6	20.1	18.5	21.7	141.1	2,518,684	491,395	262,523	318,528	170,129	548,879	74,049
SUBURBAN TOTAL	106.9	.0449	28.3	13.1	18.0	19.2	18.8	35.0	176,005	77,219	19,883	2,526	5,691	6,273	9,026
LAS CRUCES	**110.9**	**.0466**	**26.6**	**16.7**	**16.7**	**17.1**	**18.8**	**37.7**	**505,663**	**99,810**	**46,772**	**61,702**	**26,507**	**100,729**	**16,799**
Dona Ana	110.9	.0466	26.6	16.7	16.7	17.1	18.8	37.7	505,663	99,810	46,772	61,702	26,507	100,729	16,799
• Las Cruces	50.2	.0211	28.8	15.8	16.8	17.3	22.2	19.4	445,588	92,042	39,201	60,146	25,222	98,685	15,638
SUBURBAN TOTAL	60.7	.0255	24.8	17.4	16.6	16.9	16.1	18.3	60,075	7,768	7,571	1,556	1,285	2,044	1,161
SANTA FE	**102.5**	**.0431**	**31.1**	**9.9**	**19.5**	**21.2**	**21.2**	**38.5**	**618,634**	**128,670**	**61,633**	**49,102**	**32,204**	**120,521**	**32,035**
Los Alamos	18.6	.0078	34.3	6.2	15.8	28.1	20.7	6.9	58,516	18,159	4,944	6,413	1,586	1,825	1,960
Santa Fe	83.9	.0353	30.6	10.7	20.2	19.6	21.4	31.6	560,118	110,511	56,689	42,689	30,618	118,696	30,075
• Santa Fe	53.7	.0225	31.5	10.6	19.4	19.8	23.4	21.2	526,369	106,088	51,592	42,165	29,135	113,017	27,209
SUBURBAN TOTAL	48.8	.0206	30.7	9.0	19.5	22.7	18.9	17.3	92,265	22,582	10,041	6,937	3,069	7,504	4,826

N.M. (cont.) ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Catron	3.0	.0013	32.6	8.7	15.7	17.8	28.4	1.0	4,563	1,109	418		214	289	
Chaves	57.7	.0242	32.4	10.9	14.5	16.5	29.8	21.4	393,812	86,535	33,042	31,302	20,144	78,136	8,064
Cibola	31.6	.0132	29.7	9.8	16.9	19.6	21.5	10.0	82,671	27,513	8,160	13,133	3,532	9,209	3,514
Colfax	14.1	.0059	31.5	9.9	15.4	16.6	28.0	5.2	81,313	19,288	8,088	6,701	1,566	11,474	2,523
Curry	44.0	.0185	28.0	14.2	16.8	17.1	21.1	15.8	241,737	47,364	18,576	24,555	16,315	64,171	7,316
De Baca	2.4	.0010	41.2	7.0	12.3	17.5	40.0	1.0	8,082	3,318	902		242	887	551
Eddy	52.3	.0219	31.1	10.7	15.6	16.4	27.5	18.4	338,330	80,409	19,501	33,918	16,146	77,355	9,356
Grant	27.1	.0114	29.9	10.4	15.8	17.4	24.6	9.2	98,180	34,260	5,917	6,885	3,015	18,504	4,265
Guadalupe	4.5	.0019	29.8	10.8	14.3	17.4	25.1	1.5	38,909	5,231	4,018	741	360	1,023	335
Harding	1.1	.0004	36.2	8.5	15.0	13.5	37.3	.4	3,407	451	162	179	105	1,554	
Hidalgo	6.2	.0026	27.8	10.2	16.3	16.2	22.1	2.1	31,295	7,177	1,666	498	66	3,283	125
Lea	63.4	.0266	28.5	11.8	16.6	17.6	21.6	22.2	438,672	112,374	34,114	25,548	20,669	97,795	11,217
Lincoln	14.0	.0059	33.5	8.4	17.8	18.7	28.6	5.4	109,016	26,670	12,159	9,703	3,188	17,639	522
Luna	17.1	.0072	35.7	8.5	11.8	15.7	35.1	6.2	71,829	23,106	3,228	6,880	700	10,691	2,408
McKinley	62.3	.0261	23.5	12.8	17.2	16.5	13.7	17.3	313,905	80,727	31,062	35,044	13,134	40,223	7,219
Mora	4.4	.0019	31.4	9.7	13.8	15.1	29.9	1.4	6,289	1,587	194	1,141	711	181	
Otero	48.1	.0202	27.1	15.7	18.0	18.4	17.4	16.1	219,319	40,812	19,226	17,781	13,004	56,916	6,386
Quay	10.3	.0043	34.4	8.4	13.9	17.4	31.7	4.0	75,914	20,585	10,906	8,873	1,423	10,910	1,578
Rio Arriba	31.3	.0131	27.5	11.5	16.4	17.2	20.5	10.1	82,753	25,334	6,843	8,190	1,298	12,370	707
Roosevelt	16.2	.0068	29.0	18.8	14.0	15.2	26.4	6.0	69,812	18,041	7,941	3,925	1,543	21,438	3,741
Sandoval	41.4	.0174	29.7	10.0	17.0	17.4	23.7	12.9	55,524	21,822	6,057	6,020	1,227	1,564	1,050
San Juan	100.6	.0422	25.8	12.8	17.9	17.5	16.1	32.5	496,002	121,528	40,561	44,013	18,005	112,767	9,792
San Miguel	24.1	.0101	29.2	13.2	16.2	16.5	24.2	8.1	85,159	24,319	8,017	10,929	2,278	9,410	2,989
Sierra	9.1	.0038	50.6	6.1	8.5	14.4	50.7	4.0	32,173	9,469	5,671	3,251	363	3,682	2,158
Socorro	13.9	.0058	27.2	14.7	16.2	16.4	21.0	4.4	49,081	13,913	4,390	4,081	859	15,913	724
Taos	20.5	.0086	29.7	9.5	18.1	19.0	21.4	7.2	110,092	32,044	15,219	8,831	2,006	11,768	2,100
Torrance	8.8	.0037	31.6	8.7	15.8	17.4	27.2	3.1	28,830	4,582	1,619	613	247	9,529	802
Union	4.8	.0020	36.1	7.9	12.9	17.9	33.5	1.8	18,317	4,050	2,318	1,390	1,130	1,308	347
Valencia	38.3	.0161	27.3	11.6	17.1	18.0	18.9	13.4	137,874	54,794	6,062	11,684	2,262	38,122	4,002
TOTAL METRO COUNTIES	**678.5**	**.2849**	**29.5**	**13.4**	**19.1**	**18.8**	**20.8**	**252.3**	**3,818,986**	**797,094**	**390,811**	**431,858**	**234,531**	**776,402**	**131,909**
TOTAL STATE	**1,451.1**	**.6090**	**29.1**	**12.6**	**17.7**	**18.0**	**21.7**	**514.4**	**7,541,846**	**1,745,506**	**706,848**	**757,667**	**380,283**	**1,514,513**	**225,700**

N.M. ESTIMATES	EFFECTIVE BUYING INCOME 1984						
			% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ALBUQUERQUE	**4,816,953**	**23,532**	**24.7**	**30.5**	**17.2**	**10.6**	**.1948**
Bernalillo	4,816,953	23,532	24.7	30.5	17.2	10.6	.1948
• Albuquerque	3,876,868	23,920	24.1	30.7	17.6	10.8	.1636
SUBURBAN TOTAL	940,085	22,048	26.7	30.1	15.4	9.8	.0312
LAS CRUCES	**876,532**	**18,482**	**28.9**	**27.6**	**11.0**	**7.7**	**.0380**
Dona Ana	876,532	18,482	28.9	27.6	11.0	7.7	.0380
• Las Cruces	459,817	19,867	25.7	28.5	13.1	8.2	.0234
SUBURBAN TOTAL	416,715	17,331	32.2	26.7	8.8	7.2	.0146
SANTA FE	**1,229,524**	**27,589**	**20.5**	**27.9**	**19.5**	**17.5**	**.0468**
Los Alamos	326,155	46,489	7.3	17.8	27.7	43.2	.0092
Santa Fe	903,369	24,319	23.5	30.0	17.7	11.9	.0376
• Santa Fe	610,426	24,607	23.3	28.6	18.6	12.6	.0285
SUBURBAN TOTAL	619,098	31,587	17.0	27.1	20.5	23.5	.0183
OTHER COUNTIES							
Catron	16,141	12,975	33.1	23.4	4.3	1.6	.0008
Chaves	524,790	19,818	28.8	28.5	13.3	7.8	.0241
Cibola	251,620	23,346	22.2	34.0	18.0	6.8	.0094
Colfax	108,202	17,608	28.8	29.5	9.7	4.9	.0052
Curry	370,511	18,924	31.4	29.5	11.8	5.7	.0164
De Baca	16,956	13,237	33.6	21.1	5.1	3.8	.0007
Eddy	462,302	22,101	25.1	33.5	14.4	7.3	.0213
Grant	259,015	26,508	19.4	28.9	22.8	10.1	.0095
Guadalupe	23,407	12,727	32.4	21.1	4.2	2.4	.0017
Harding	6,806	14,143	37.7	20.2	5.8	3.8	.0004
Hidalgo	41,033	16,734	31.3	32.3	8.4	1.2	.0020
Lea	658,500	27,801	18.2	33.2	21.3	11.7	.0282
Lincoln	140,517	21,517	26.3	29.8	13.6	9.9	.0065
Luna	102,887	12,857	32.6	21.4	5.7	2.8	.0051
McKinley	296,953	14,267	26.6	25.6	7.7	2.6	.0183
Mora	17,777	9,871	27.9	19.1	1.9	.5	.0008
Otero	430,158	22,522	28.2	32.5	16.4	8.3	.0175
Quay	90,688	19,310	25.5	28.1	13.1	6.9	.0044

YOU CAN'T REACH ALL OF NEW MEXICO WITHOUT THE

El Paso Times

El Paso Herald-Post

SIMPLY THE BEST COVERAGE OF SOUTHERN NEW MEXICO & WEST TEXAS

CONTACT GANNETT MEDIA SALES/STORY & KELLY-SMITH

Knickerbocker News
TIMES UNION
SUNDAY TIMES UNION
ALL-TIME HIGH
169,011 CIRCULATION

99 GRP'S

ONE ORDER, ONE BILL,
$20 CPP

While our network affiliates' combined prime-time household rating has dropped over 20% since 1976, the Albany-Schenectady-Troy MSA's #1 newspaper buy is as strong as ever. Only $2,000 buys you a quarter page Sunday and daily combo, delivering 99 GRPS and 60% reach for metro adults.

For details, contact
Chris Cunningham Jr. at
(518) 454-5680

NOBODY COVERS NEW YORK'S CAPITAL LIKE
NEW YORK'S CAPITAL NEWSPAPERS
TIMES UNION
Mornings and Sunday
Knickerbocker News
Evenings
HEARST NEWSPAPERS

N.M. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Rio Arriba	176,554	14,888	29.5	26.5	7.3	2.0	.0079
Roosevelt	107,553	13,206	27.7	22.0	7.5	3.8	.0051
Sandoval	366,719	24,977	23.0	32.2	18.7	11.4	.0118
San Juan	841,032	24,116	19.9	31.8	18.1	8.9	.0364
San Miguel	140,276	13,583	31.7	22.3	7.2	2.3	.0066
Sierra	66,022	13,309	32.5	20.8	6.4	2.4	.0027
Socorro	27,438	14,202	35.2	22.3	6.4	2.6	.0039
Taos	151,385	17,190	29.1	26.0	10.3	5.8	.0071
Torrance	56,280	13,433	34.9	22.3	8.0	3.1	.0025
Union	36,741	15,593	30.0	24.7	6.7	6.7	.0015
Valencia	313,675	20,503	28.0	30.4	15.4	5.5	.0126
TOTAL METRO COUNTIES	**6,923,009**	**23,288**	**24.6**	**29.7**	**16.6**	**11.2**	**.2796**
TOTAL STATE	**13,074,955**	**21,529**	**25.3**	**29.5**	**15.2**	**9.0**	**.5500**

NEW YORK

N.Y.
S&MM ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)
				18–24 Years	25–34 Years	35–49 Years	50 & Over	
ALBANY - SCHENECTADY - TROY	**863.5**	**.3622**	**32.9**	**12.0**	**16.7**	**17.5**	**29.0**	**319.6**
Albany	292.0	.1225	32.9	13.7	17.5	16.6	29.8	111.6
• Albany	101.4	.0426	32.1	18.3	17.7	13.2	31.6	41.7
Greene	44.2	.0185	36.1	10.0	14.2	17.7	33.7	16.7
Montgomery	53.8	.0225	36.5	9.1	15.0	15.8	35.8	20.2
Rensselaer	155.6	.0653	31.8	13.3	16.3	17.0	27.7	55.1
• Troy	55.8	.0234	30.1	19.4	15.1	13.6	28.9	20.5
Saratoga	168.4	.0707	30.8	10.7	18.0	19.9	22.6	58.6
Schenectady	149.5	.0627	34.9	10.4	15.9	17.5	32.4	57.4
• Schenectady	67.3	.0282	33.7	13.3	16.9	14.1	33.7	28.2
SUBURBAN TOTAL	639.0	.2680	33.2	10.2	16.8	18.9	28.1	229.2

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBANY - SCHENECTADY - TROY	**4,651,906**	**1,079,267**	**373,836**	**473,873**	**217,483**	**918,727**	**171,105**
Albany	2,172,391	378,427	183,257	246,714	128,380	479,939	65,015
• Albany	607,075	130,625	67,878	26,870	29,813	181,930	28,437
Greene	192,440	55,979	13,068	10,981	4,087	37,281	6,391
Montgomery	235,105	59,898	14,633	22,145	6,290	33,995	13,450
Rensselaer	536,498	183,914	44,348	28,285	15,392	101,763	29,862
• Troy	217,279	72,335	25,343	5,630	10,962	37,138	19,724
Saratoga	638,339	166,903	61,261	62,755	20,847	114,017	20,237
Schenectady	877,133	234,146	57,274	102,993	42,487	151,732	36,150
• Schenectady	457,569	126,059	34,717	43,734	24,234	94,083	21,965
SUBURBAN TOTAL	3,369,983	750,248	245,8[illegible]8	397,639	152,474	605,576	100,979

When You Need Help To Deliver The Sale

For more than a decade, the Schenectady Gazette has been the number one morning newspaper in upstate New York in ad lineage. With more than 30.5 million lines last year, it shows that buyers have confidence in our ability to deliver an audience that can help them deliver the sales. And we do! More than 144,000 adults each morning, with nearly half earning more than $25,000 annually in household income. That's the buying power of the Gazette. An audience you can reach each day, with results you can take to the bank.

Distinctly Different
SCHENECTADY GAZETTE

Represented by C.W.O. & O. Schenectady, New York 12301

SOURCE: Fact Finders 1984 SMSA Study

Buffalo ranks second among the six Great Lakes markets in total retail sales development.
And The Buffalo News is read by more than 68% of CMSA adults daily and more than 77% Sunday.

No one covers Buffalo's $12.8 billion buying public like The News.

YOUR NICKEL GOES FARTHER IN BUFFALO

The Surprising BUFFALO NEWS
Call Hugh Monaghan (716) 849-3422
Source: Scarborough Research, 1983. Represented nationally by Sawyer-Ferguson-Walker Company, Inc.

N.Y. (cont.)
S&MM ESTIMATES

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
BINGHAMTON	**268.3**	**.1126**	**32.8**	**12.5**	**15.7**	**18.2**	**28.2**	**97.6**	**1,344,933**	**319,953**	**115,341**	**152,768**	**61,220**	**268,161**	**61,629**
Broome	215.4	.0904	33.2	13.1	15.6	17.6	29.6	79.4	1,204,892	272,403	108,290	144,334	59,241	240,533	57,736
• Binghamton	54.8	.0230	35.3	13.5	15.8	14.0	36.2	22.8	399,746	96,939	40,768	20,207	25,720	103,514	22,665
Tioga	52.9	.0222	31.1	9.8	15.8	20.9	23.0	18.2	140,041	47,550	7,051	8,434	1,979	27,628	3,893
SUBURBAN TOTAL	213.5	.0896	32.1	12.2	15.6	19.3	26.3	74.8	945,187	223,014	74,573	132,561	35,500	164,647	38,964
BUFFALO	**990.2**	**.4156**	**33.5**	**11.8**	**16.0**	**17.7**	**29.8**	**364.6**	**4,822,866**	**1,239,925**	**505,335**	**539,211**	**222,412**	**900,578**	**235,732**
Erie	990.2	.4156	33.5	11.8	16.0	17.7	29.8	364.6	4,822,866	1,239,925	505,335	539,211	222,412	900,578	235,732
• Buffalo	339.1	.1423	33.0	13.5	16.3	14.7	32.0	137.1	1,218,330	390,201	166,037	70,301	51,264	163,936	74,942
SUBURBAN TOTAL	651.1	.2733	33.7	11.0	15.6	19.2	28.8	227.5	3,604,536	849,724	339,298	468,910	171,148	736,642	160,790
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***1,209.5***	***.5077***	***33.3***	***11.8***	***15.9***	***17.7***	***29.7***	***444.4***	***5,751,681***	***1,487,356***	***594,907***	***664,567***	***252,356***	***1,075,330***	***280,012***
ELMIRA	**96.5**	**.0405**	**32.8**	**11.7**	**15.6**	**17.0**	**29.5**	**34.5**	**491,370**	**96,425**	**40,657**	**91,629**	**18,567**	**98,092**	**21,124**
Chemung	96.5	.0405	32.8	11.7	15.6	17.0	29.5	34.5	491,370	96,425	40,657	91,629	18,567	98,092	21,124
• Elmira	34.5	.0145	30.8	16.6	15.1	13.2	30.4	12.5	202,034	52,550	18,139	7,247	9,155	55,961	12,790
SUBURBAN TOTAL	62.0	.0260	33.8	9.0	15.9	19.1	29.0	22.0	289,336	43,875	22,518	84,3[illegible]	9,412	42,131	8,334
GLENS FALLS	**115.6**	**.0485**	**32.3**	**10.3**	**15.8**	**17.9**	**27.9**	**40.0**	**624,957**	**155,517**	**57,449**	**63,137**	**15,779**	**116,747**	**26,402**
Warren	58.2	.0244	32.5	10.2	15.9	17.6	28.5	20.8	448,558	98,365	41,646	56,090	13,082	91,657	16,828
• Glens Falls	16.9	.0071	32.2	11.3	17.1	14.5	30.8	6.5	261,626	62,760	12,557	43,445	8,696	66,255	8,698
Washington	57.4	.0241	32.1	10.3	15.6	18.3	27.2	19.2	176,399	57,152	15,803	7,047	2,697	25,090	9,574
SUBURBAN TOTAL	98.7	.0414	32.3	10.1	15.4	18.5	27.4	33.5	363,331	92,757	44,892	19,692	7,083	50,492	17,704
NASSAU - SUFFOLK	**2,686.3**	**1.1274**	**33.3**	**10.6**	**15.4**	**20.7**	**26.8**	**862.3**	**18,013,334**	**3,671,437**	**1,411,664**	**1,912,108**	**1,125,086**	**3,195,924**	**522,461**
Nassau	1,334.3	.5600	35.6	10.8	14.7	19.9	30.8	441.2	10,667,457	2,003,967	873,248	1,169,601	769,391	1,805,585	289,846
Hempstead	42.3	.0178	31.5	11.5	18.2	19.5	24.2	15.1	454,744	52,107	16,730	40,501	36,352	183,636	5,509
Suffolk	1,352.0	.5674	31.4	10.4	16.2	21.4	22.7	421.1	7,345,877	1,667,470	538,416	742,507	355,695	1,390,339	232,615
SUBURBAN TOTAL	2,686.3	1.1274	33.3	10.6	15.4	20.7	26.8	862.3	18,013,334	3,671,437	1,411,664	1,912,108	1,125,086	3,195,924	522,461
NEW YORK	**8,391.1**	**3.5216**	**34.2**	**10.5**	**17.6**	**19.3**	**29.2**	**3,312.1**	**38,784,867**	**7,815,956**	**4,945,191**	**4,431,828**	**2,701,855**	**4,569,065**	**1,365,529**
Bronx	1,122.3	.4710	32.2	11.3	15.9	18.0	27.5	419.5	2,397,864	740,048	183,081	152,286	161,348	321,779	101,524
Kings	2,207.9	.9266	32.4	11.0	16.9	17.7	27.9	844.6	6,380,345	1,662,673	437,724	617,765	440,141	818,171	261,173

We make it EASY

to complete your N.Y. METRO MARKET . . .
*THE NEWS-TIMES
Danbury-Connecticut (Fairfield County plus Litchfield)
*TIMES HERALD-RECORD
Middletown, New York (Orange County plus Sullivan-Ulster)

D.A.M.N.*
WE'RE NOT ONLY GOOD . . . BUT WE GET THE JOB DONE!
For complete analysis, see D.A.M.N. Group (Danbury and Middletown Newspapers) data in Connecticut Section "C."

	TIMES HERALD-RECORD	NEWS-TIMES	TOTAL UNIT
DAILY	76,090	40,581	116,671
SUNDAY	87,476	45,446	132,922

SOURCE: ABC FAS-FAX SEPTEMBER 30, 1984

The D.A.M.N.* unit was created with two of the fastest growing ABC newspapers in the New York City metro to offer advertisers the convenience of a unit buy at a discount rate. See our SRDS listings at the beginning of Connecticut and New york State and the individual listings by state. phone National Ad Director Thomas F. Manalio at (914) 343-2181 or contact Branham Newspaper Sales.

Because they believe us, they'll believe you.

The Record delivers 434,500 adult readers daily and 558,600 adult readers on Sunday who are responsive to your classified message.
They trust us to keep them informed on the job market and job openings that can affect their lifestyle.
Talk to the audience that has faith in what they read.
Put your classified ad in The Record. It works.

The Record
We cover your world. All of it.

©1985, The Bergen Record Corp.
National Representative:
Sawyer-Ferguson-Walker Company

150 River Street, Hackensack, NJ 07602

N.Y. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
New York (Manhattan)	1.480.7	.6214	35.6	10.3	22.5	21.3	29.6	744.0	14,827,474	1,824,061	2,943,832	2,059,640	1,267,779	705,921	496,883
• New York City	7,161.4	3.0055	34.1	10.6	18.0	18.9	29.4	2,881.3	31,131,866	6,155,577	4,347,792	3,520,659	2,265,720	3,123,682	1,147,604
Putnam	85.6	.0359	32.0	8.7	17.2	22.9	21.9	28.0	294,320	70,043	16,360	16,202	9,451	66,058	12,589
Queens	1,960.7	.8229	36.3	10.1	16.8	18.8	33.0	743.9	6,257,815	1,609,572	693,829	535,081	333,278	1,063,241	245,619
Richmond	389.8	.1636	32.0	10.3	18.0	20.2	24.4	129.3	1,268,368	319,223	89,326	155,887	63,174	214,570	42,405
Rockland	275.7	.1157	32.4	10.0	15.2	23.5	22.6	85.7	1,310,534	281,589	130,246	154,293	52,038	293,667	48,816
Westchester	868.4	.3645	36.0	9.9	15.5	20.6	30.8	317.1	6,048,147	1,308,747	450,793	740,674	374,646	1,083,658	156,520
Mount Vernon	66.9	.0281	35.3	9.9	16.1	18.7	31.8	26.1	311,014	66,290	11,067	4,952	10,999	55,793	13,105
New Rochelle	71.8	.0301	37.0	10.7	15.6	19.3	33.5	27.0	472,499	69,606	35,028	45,886	33,994	146,314	11,264
• White Plains	45.6	.0191	37.9	9.6	16.8	19.7	34.4	18.9	948,514	120,757	61,051	299,387	63,170	132,341	13,780
Yonkers	191.1	.0802	35.9	10.9	16.6	17.4	33.6	73.7	1,011,428	259,426	61,671	157,563	73,401	147,098	29,560
SUBURBAN TOTAL	1,184.1	.4970	34.7	9.9	15.5	21.4	28.2	411.9	6,704,487	1,539,622	536,348	611,782	372,965	1,313,042	204,145
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***17,721.3***	***7.4374***	***34.0***	***10.5***	***16.8***	***19.7***	***28.6***	***6,572.0***	***97,023,574***	***20,038,991***	***9,829,929***	***10,412,556***	***6,137,375***	***15,678,425***	***3,029,853***
NIAGARA FALLS	**219.3**	**.0921**	**32.8**	**11.8**	**15.7**	**17.5**	**29.0**	**79.8**	**928,815**	**247,431**	**89,572**	**125,356**	**29,944**	**174,752**	**44,280**
Niagara	219.3	.0921	32.8	11.8	15.7	17.5	29.0	79.8	928,815	247,431	89,572	125,356	29,944	174,752	44,280
• Niagara Falls	66.1	.0277	34.2	12.4	14.9	14.5	34.3	26.0	282,625	84,587	37,691	33,847	7,207	33,084	14,837
SUBURBAN TOTAL	153.2	.0644	32.2	11.5	16.0	18.8	26.8	53.8	646,190	162,844	51,881	91,509	22,737	141,668	29,443
ORANGE COUNTY	**278.9**	**.1171**	**31.4**	**10.9**	**16.7**	**19.5**	**24.5**	**91.3**	**1,470,605**	**349,911**	**93,016**	**183,814**	**70,314**	**275,113**	**43,177**
Orange	278.9	.1171	31.4	10.9	16.7	19.5	24.5	91.3	1,470,605	349,911	93,016	183,814	70,314	275,113	43,177
SUBURBAN TOTAL	278.9	.1171	31.4	10.9	16.7	19.5	24.5	91.3	1,470,605	349,911	93,016	183,814	70,314	275,113	43,177

BUYING POWER!

In America's Top 20 metropolitan markets, Nassau-Suffolk has the highest percent of households earning $50,000 and over. Newsday reaches 65% of them.

Newsday

Source: Survey of Buying Power, 1984

N.Y. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

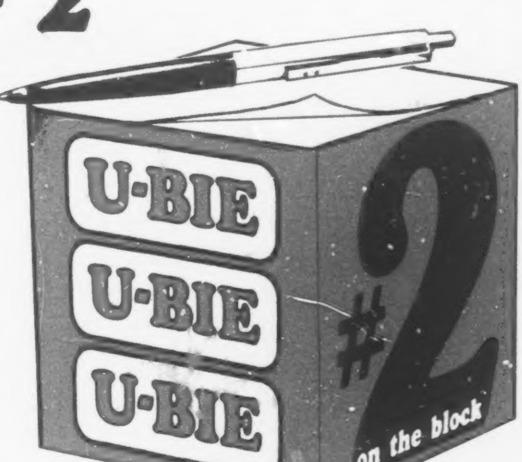
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
POUGHKEEPSIE	**262.0**	**.1099**	**32.6**	**11.4**	**16.8**	**20.7**	**25.3**	**88.6**	**1,300,899**	**314,071**	**97,330**	**140,520**	**51,822**	**253,945**	**41,286**
Dutchess	262.0	.1099	32.6	11.4	16.8	20.7	25.3	88.6	1,300,899	314,071	97,330	140,520	51,822	253,945	41,286
• Poughkeepsie	31.2	.0131	34.1	11.8	16.8	15.5	33.0	13.3	312,079	51,421	23,819	1,155	9,808	79,708	10,484
SUBURBAN TOTAL	230.8	.0968	32.4	11.3	16.9	21.4	24.2	75.3	988,820	262,650	73,511	139,365	42,014	174,237	30,802
ROCHESTER	**998.2**	**.4189**	**31.7**	**12.3**	**17.5**	**18.4**	**25.8**	**362.8**	**5,209,563**	**1,142,245**	**504,140**	**555,510**	**251,854**	**1,177,041**	**219,988**
Livingston	59.8	.0251	29.9	16.1	15.9	17.9	24.1	19.5	214,193	59,855	22,048	11,735	3,982	40,246	5,989
Monroe	713.3	.2994	31.8	12.6	17.8	18.3	25.9	265.6	4,114,710	889,337	407,965	432,004	221,627	963,385	174,620
• Rochester	243.0	.1020	30.8	13.7	19.5	14.3	27.5	98.9	1,142,468	217,062	150,235	73,459	76,162	248,082	59,554
Ontario	95.1	.0399	32.0	11.6	17.3	18.3	26.5	33.0	511,804	96,166	48,335	85,633	16,524	90,467	20,091
Orleans	40.5	.0170	32.2	10.2	15.7	18.2	27.5	14.0	112,967	35,915	10,282	2,544	3,935	19,245	7,211
Wayne	89.5	.0375	31.6	9.7	17.0	19.6	24.6	30.7	255,889	60,972	15,510	23,594	5,786	63,698	12,077
SUBURBAN TOTAL	755.2	.3169	32.0	11.9	16.8	19.7	25.3	263.9	4,067,095	925,183	353,905	482,051	175,692	928,959	160,433
SYRACUSE	**659.3**	**.2766**	**30.9**	**13.6**	**16.7**	**17.5**	**25.6**	**234.1**	**3,297,616**	**808,061**	**304,007**	**328,597**	**158,000**	**694,287**	**153,694**
Madison	68.7	.0288	29.5	15.7	15.2	17.5	24.1	22.3	223,634	60,254	27,695	11,553	5,628	49,736	13,858
Onondaga	466.8	.1959	31.5	13.2	17.1	17.6	26.3	170.5	2,647,603	626,875	240,847	282,494	141,295	562,253	115,661
• Syracuse	164.4	.0690	30.9	17.9	17.3	13.4	29.4	66.3	899,924	209,066	89,004	52,064	76,794	245,836	32,965
Oswego	123.8	.0519	29.2	14.2	16.0	17.2	23.5	41.3	426,379	120,932	35,465	34,550	11,077	82,298	24,175
SUBURBAN TOTAL	494.9	.2076	30.9	12.2	16.8	18.9	24.3	167.8	2,397,692	598,995	215,003	276,533	81,206	448,451	120,729
UTICA - ROME	**322.6**	**.1353**	**33.5**	**11.2**	**15.0**	**17.1**	**30.6**	**114.4**	**1,491,388**	**364,186**	**124,169**	**153,769**	**63,014**	**269,821**	**80,438**
Herkimer	68.3	.0286	33.9	10.4	14.7	17.0	31.3	24.3	243,699	66,298	20,003	33,715	10,080	34,325	14,343
Oneida	254.3	.1067	33.4	11.5	15.0	17.2	30.4	90.1	1,247,689	297,888	104,166	120,054	52,924	235,496	66,095
• Rome	43.7	.0183	31.1	13.0	16.9	16.3	27.2	15.4	230,254	58,515	18,664	29,397	7,551	41,564	14,416
• Utica	72.7	.0305	35.7	12.3	14.7	14.4	36.3	28.4	377,524	103,403	35,354	30,061	15,815	45,164	23,900
SUBURBAN TOTAL	206.2	.0865	33.3	10.5	14.7	18.3	29.2	70.6	883,610	202,268	70,151	94,311	39,638	183,093	42,122
OTHER COUNTIES															
Allegany	54.3	.0228	28.6	18.3	14.0	15.9	25.1	17.8	147,185	49,704	12,939	8,958	3,619	36,198	6,156
Cattaraugus	89.0	.0374	31.6	11.9	15.4	16.7	28.0	30.9	343,790	87,606	35,659	44,035	12,292	67,388	13,348
Cayuga	83.1	.0349	32.3	10.7	16.3	16.8	28.8	28.4	318,682	77,529	23,432	33,236	6,481	75,534	12,291
Chautauqua	149.1	.0625	33.4	11.8	14.8	17.0	30.7	54.6	622,696	164,263	61,752	68,639	23,089	127,077	23,866
Chenango	52.0	.0219	32.3	9.7	15.4	18.1	27.8	18.1	187,670	54,037	12,901	12,603	4,481	45,362	9,465
Clinton	85.7	.0359	28.0	18.3	17.8	17.5	20.0	26.9	389,451	76,328	34,192	38,676	13,248	80,893	14,904
Columbia	64.3	.0270	35.5	8.8	15.5	18.4	32.3	23.5	240,886	67,185	16,598	12,391	7,469	40,068	6,729
Cortland	49.4	.0208	29.1	17.8	15.4	16.5	24.4	16.8	206,595	49,112	24,791	9,750	8,145	48,483	13,887
Delaware	48.4	.0203	34.0	11.8	14.3	17.2	31.3	17.0	222,586	66,278	16,685	16,084	4,462	37,530	10,352
Essex	37.8	.0159	34.2	9.4	15.3	17.8	30.9	13.8	143,480	43,357	16,648	9,561	1,482	19,080	4,316
Franklin	46.4	.0194	31.4	12.2	14.7	16.7	28.0	15.8	192,804	49,630	12,412	12,668	4,637	25,649	12,559
Fulton	57.6	.0242	34.2	9.4	15.1	16.8	31.9	21.3	222,370	55,090	14,286	15,124	6,677	51,655	16,237

We're Number 2 on the block.

Second Largest Upstate New York Market

Second in population, households retail sales, food sales, drug sales and eating/drinking sales

Source: Sales and Marketing Management 1985 Survey of Buying Power.



U-BIE

One Order; One Bill. Extra 15% Discount.
214,642 Circulation (ABC) 82% home delivered.
50% Market area coverage

Utica Press & Observer Dispatch • Binghamton Press & Sun-Bulletin • Ithaca Journal • Elmira Star Gazette

99 GRP'S
ONE ORDER, ONE BILL,
$20 CPP

While our network affiliates' combined prime-time household rating has dropped over 20% since 1976, the Albany-Schenectady-Troy MSA's #1 newspaper buy is as strong as ever. Only $2,000 buys you a quarter page Sunday and daily combo, delivering 99 GRPS and 60% reach for metro adults.

For details, contact
Chris Cunningham Jr. at
(518) 454-5680

NOBODY COVERS NEW YORK'S CAPITAL LIKE
NEW YORK'S CAPITAL NEWSPAPERS
TIMES UNION Mornings and Sunday
Knickerbocker News Evenings
HEARST NEWSPAPERS

N.Y. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Genesee	61.2	.0257	32.1	10.5	15.9	18.2	27.2	20.9
Hamilton	5.3	.0023	39.0	7.5	12.4	18.8	36.6	1.9
Jefferson	92.4	.0388	32.1	10.6	15.4	16.9	28.6	32.4
Lewis	26.3	.0111	30.4	10.5	15.1	16.9	26.2	8.8
Otsego	61.6	.0259	31.8	17.5	14.2	15.9	29.6	21.5
St. Lawrence	117.1	.0491	28.9	17.0	14.3	16.4	24.9	37.6
Schoharie	32.0	.0135	31.8	15.1	14.3	17.1	28.3	10.7
Schuyler	18.7	.0078	32.7	9.7	15.4	18.3	28.2	6.4
Seneca	34.7	.0146	33.3	11.3	15.4	18.1	29.4	11.9
Steuben	101.9	.0428	33.1	9.7	15.4	18.0	29.0	36.8
Sullivan	72.1	.0302	35.1	10.0	15.7	17.9	32.2	26.3
Tompkins	91.1	.0383	26.6	26.7	19.4	14.7	19.0	31.4
Ulster	167.5	.0703	33.2	11.4	16.9	19.0	28.0	60.8
Wyoming	42.0	.0176	31.4	10.5	17.6	18.4	25.2	13.7
Yates	22.7	.0095	33.7	10.8	15.1	17.0	31.0	8.6
TOTAL METRO COUNTIES	**16,151.8**	**6.7783**	**33.5**	**11.0**	**16.9**	**19.1**	**28.3**	**6,001.7**
TOTAL STATE	**17,915.5**	**7.5188**	**33.3**	**11.2**	**16.8**	**18.9**	**28.3**	**6,616.3**

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Genesee	232,816	57,399	24,892	16,716	13,486	43,906	11,134
Hamilton	14,119	4,363	2,545	1,147	406	1,590	
Jefferson	465,381	99,331	39,259	51,825	17,475	93,383	27,089
Lewis	61,193	18,964	5,933	4,314	1,669	12,647	3,870
Otsego	251,723	61,250	23,723	21,303	3,848	64,124	11,418
St. Lawrence	422,832	104,535	39,219	28,831	15,738	92,830	32,693
Schoharie	108,556	33,044	6,838	6,908	3,002	18,556	4,052
Schuyler	44,481	12,223	3,639	210	457	13,188	2,262
Seneca	114,407	33,419	9,084	5,088	3,730	28,865	6,657
Steuben	385,019	97,279	35,514	35,529	12,002	70,436	21,373
Sullivan	327,066	87,265	26,806	33,156	4,765	58,809	8,850
Tompkins	415,234	96,622	45,812	39,941	22,074	78,605	15,787
Ulster	784,948	183,976	70,797	81,101	18,658	134,344	22,650
Wyoming	135,325	37,049	13,348	5,602	5,036	35,641	5,495
Yates	63,972	16,022	8,574	3,290	1,047	12,443	3,036
TOTAL METRO COUNTIES	**82,433,119**	**17,604,385**	**8,661,707**	**9,152,120**	**4,987,340**	**12,912,253**	**2,986,845**
TOTAL STATE	**89,498,386**	**19,387,255**	**9,299,985**	**9,768,806**	**5,206,815**	**14,326,537**	**3,307,321**

N.Y.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ALBANY - SCHENECTADY - TROY	**9,708,812**	**27,262**	**20.8**	**30.4**	**21.1**	**13.7**	**.3685**
Albany	3,568,317	28,184	20.1	28.9	21.2	16.4	.1441
• Albany	1,116,028	21,314	26.1	27.4	14.8	10.9	.0442
Greene	395,899	20,823	27.3	31.8	14.2	6.1	.0158
Montgomery	525,430	23,294	24.6	32.8	17.7	7.6	.0202
Rensselaer	1,621,915	26,673	20.8	30.4	21.3	12.1	.0568
• Troy	514,225	20,421	26.0	27.8	15.4	7.7	.0197
Saratoga	1,875,832	30,022	18.6	31.4	24.8	14.8	.0653
Schenectady	1,721,419	26,909	21.1	30.9	20.3	13.5	.0663
• Schenectady	693,131	21,235	26.6	30.8	15.0	7.1	.0297

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
SUBURBAN TOTAL	7,385,428	29,743	18.6	31.2	23.5	15.6	.2749
BINGHAMTON	**2,969,657**	**27,131**	**21.9**	**30.5**	**20.6**	**14.1**	**.1114**
Broome	2,377,887	26,608	22.2	31.0	20.5	13.0	.0921
• Binghamton	573,220	20,367	26.7	28.0	14.4	8.4	.0250
Tioga	591,770	29,588	20.3	28.9	21.4	18.6	.0193
SUBURBAN TOTAL	2,396,437	29,209	19.8	31.3	22.5	15.8	.0864
BUFFALO	**10,521,929**	**26,389**	**20.5**	**30.4**	**21.0**	**11.5**	**.3989**
Erie	10,521,929	26,389	20.5	30.4	21.0	11.5	.3989
• Buffalo	3,085,170	18,400	26.2	27.4	13.1	5.9	.1165
SUBURBAN TOTAL	7,436,759	30,904	17.1	32.2	25.7	14.9	.2824

TURN TO
LANDON
FOR RESULTS
(See page B-26)

When you ask Landon . . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

N.Y. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	*12,846,678*	*26,570*	*20.3*	*30.7*	*21.3*	*11.4*	*.4639*
ELMIRA	**911,297**	**23,600**	**24.8**	**33.1**	**17.6**	**8.1**	**.0372**
Chemung	911,297	23,600	24.8	33.1	17.6	8.1	.0372
● Elmira	278,114	19,102	27.7	30.9	12.4	4.4	.0130
SUBURBAN TOTAL	633,183	26,232	23.1	34.4	20.5	10.2	.0242
GLENS FALLS	**1,095,912**	**24,552**	**23.9**	**32.7**	**18.8**	**9.3**	**.0454**
Warren	563,650	23,756	24.6	32.4	17.3	9.6	.0262
● Glens Falls	161,394	21,956	25.2	32.3	15.8	6.7	.0106
Washington	532,262	25,466	23.0	33.1	20.5	8.9	.0192
SUBURBAN TOTAL	934,518	25,054	23.7	32.8	19.4	9.7	.0348
NASSAU - SUFFOLK	**38,468,030**	**41,279**	**11.3**	**21.1**	**25.3**	**35.5**	**1.3887**
Nassau	21,381,572	44,634	9.8	18.7	23.9	41.6	.7737
Hempstead	520,604	30,156	17.7	26.6	20.3	22.5	.0242
Suffolk	17,086,458	38,273	12.8	23.7	26.9	29.2	.6150
SUBURBAN TOTAL	38,468,030	41,279	11.3	21.1	25.3	35.5	1.3887
NEW YORK	**98,930,844**	**24,354**	**21.0**	**26.0**	**16.8**	**15.6**	**3.5216**
Bronx	8,709,880	16,671	26.2	25.2	11.3	5.5	.3186
Kings	20,328,624	19,873	24.5	26.5	14.3	8.9	.7274
New York (Manhattan)	23,739,627	23,505	21.0	25.2	14.0	17.6	.9280
● New York City	80,271,633	22,712	22.1	26.6	16.0	13.0	2.8791
Putnam	1,108,153	38,541	12.8	22.9	29.9	27.2	.0355
Queens	22,647,294	27,352	19.9	29.2	20.7	15.1	.7489
Richmond	4,846,208	35,958	13.5	24.0	26.4	25.4	.1561
Rockland	3,835,057	42,530	10.9	19.7	24.7	37.9	.1280
Westchester	13,716,001	37,354	13.9	22.6	21.0	32.6	.4791
Mount Vernon	803,134	26,592	20.6	25.7	18.8	17.8	.0284
New Rochelle	1,100,994	34,014	15.7	24.2	19.6	28.8	.0383
● White Plains	752,384	33,044	15.9	24.9	19.2	28.0	.0404
Yonkers	2,526,582	31,003	17.4	26.1	21.7	21.4	.0885
SUBURBAN TOTAL	17,906,827	38,787	13.1	21.9	22.4	33.6	.6021
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	*229,868,329*	*29,969*	*17.7*	*24.8*	*19.8*	*22.2*	*8.1933*
NIAGARA FALLS	**2,324,749**	**27,321**	**19.6**	**32.1**	**22.6**	**10.9**	**.0850**
Niagara	2,324,749	27,321	19.6	32.1	22.6	10.9	.0850
● Niagara Falls	660,955	23,239	22.9	30.7	18.0	7.8	.0249
SUBURBAN TOTAL	1,663,794	29,215	18.0	32.7	24.9	12.4	.0601
ORANGE COUNTY	**2,932,966**	**29,293**	**18.4**	**30.1**	**23.7**	**14.7**	**.1143**
Orange	2,932,966	29,293	18.4	30.1	23.7	14.7	.1143
SUBURBAN TOTAL	2,932,966	29,293	18.4	30.1	23.7	14.7	.1143
POUGHKEEPSIE	**3,175,456**	**33,099**	**16.5**	**26.9**	**25.0**	**21.4**	**.1137**
Dutchess	3,175,456	33,099	16.5	26.9	25.0	21.4	.1137
● Poughkeepsie	351,293	21,318	25.2	25.7	15.7	11.3	.0167
SUBURBAN TOTAL	2,824,163	34,890	14.9	27.2	26.6	23.2	.0970
ROCHESTER	**11,961,156**	**30,404**	**17.7**	**28.7**	**23.6**	**17.6**	**.4364**
Livingston	602,224	28,064	19.9	32.5	23.0	12.5	.0215
Monroe	8,994,805	31,289	16.9	27.4	23.8	19.4	.3297
● Rochester	2,491,914	21,777	23.7	29.1	16.6	8.1	.0952
Ontario	989,662	27,797	20.6	34.0	22.5	11.0	.0391
Orleans	405,736	27,081	22.2	30.7	23.3	10.6	.0139
Wayne	968,729	29,569	18.9	30.6	24.1	14.7	.0322
SUBURBAN TOTAL	9,469,242	33,684	15.5	28.5	26.2	21.1	.3412
SYRACUSE	**7,470,879**	**28,852**	**19.4**	**29.3**	**22.3**	**15.9**	**.2765**
Madison	622,997	24,779	23.7	33.6	18.7	8.9	.0230
Onondaga	5,399,986	28,733	19.3	29.4	22.5	15.4	.2051
● Syracuse	1,670,336	20,781	26.1	28.3	15.3	8.2	.0670
Oswego	1,447,896	32,255	16.8	26.9	23.7	21.5	.0484
SUBURBAN TOTAL	5,800,543	32,035	16.7	29.6	25.2	18.9	.2095
UTICA - ROME	**3,112,371**	**24,494**	**23.1**	**33.1**	**18.4**	**9.0**	**.1222**
Herkimer	639,363	23,895	24.0	34.4	17.1	8.0	.0239
Oneida	2,473,008	24,547	22.9	32.6	18.7	9.3	.0983
● Rome	411,713	23,232	25.0	33.7	17.2	8.0	.0170
● Utica	656,385	19,694	26.5	29.6	13.8	5.8	.0276
SUBURBAN TOTAL	2,044,273	26,535	21.4	34.1	20.5	10.6	.0776
OTHER COUNTIES							
Allegany	370,053	18,048	31.8	33.0	9.1	2.0	.0151
Cattaraugus	786,593	22,741	25.3	33.1	16.8	6.7	.0308
Cayuga	723,640	23,326	24.6	33.9	18.1	6.0	.0283
Chautauqua	1,473,781	24,241	23.9	32.5	18.1	9.0	.0555
Chenango	468,867	23,020	27.1	33.6	18.1	6.3	.0178
Clinton	705,897	22,109	27.4	32.6	16.1	6.8	.0299
Columbia	652,780	24,473	25.2	32.2	18.0	9.9	.0236
Cortland	428,029	22,390	25.7	33.3	15.6	7.0	.0173
Delaware	424,403	21,890	27.1	34.3	14.3	6.7	.0174
Essex	326,107	20,718	28.1	32.6	13.7	5.6	.0129
Franklin	363,007	18,961	30.6	29.1	13.1	5.0	.0153
Fulton	522,958	21,941	26.0	34.4	14.6	6.1	.0202
Genesee	533,074	23,752	24.4	36.8	17.2	5.7	.0209
Hamilton	36,874	17,101	37.3	29.7	7.9	2.2	.0014
Jefferson	787,051	21,352	26.8	32.3	15.2	6.1	.0338
Lewis	215,370	22,291	25.8	36.1	14.3	5.7	.0079
Otsego	580,638	22,753	26.5	31.7	16.4	8.7	.0223
St. Lawrence	1,014,127	22,890	24.6	29.6	17.8	9.0	.0392
Schoharie	264,957	21,612	27.5	33.8	15.1	5.3	.0103
Schuyler	167,615	23,970	26.5	35.9	18.2	6.4	.0059
Seneca	388,072	29,401	19.9	31.5	23.8	14.8	.0131
Steuben	961,281	23,132	25.1	33.4	16.8	8.0	.0361
Sullivan	692,457	21,729	27.1	30.9	15.1	8.0	.0270
Tompkins	1,047,771	27,211	21.1	28.4	19.2	17.6	.0375
Ulster	1,894,581	27,264	21.3	28.8	20.3	15.8	.0690
Wyoming	401,497	27,003	20.2	34.8	21.3	10.7	.0144
Yates	205,426	20,741	27.7	32.7	13.1	6.2	.0074
TOTAL METRO COUNTIES	**193,584,058**	**27,683**	**19.2**	**26.6**	**19.6**	**18.6**	**7.8198**
TOTAL STATE	**210,020,964**	**27,161**	**19.8**	**27.0**	**19.3**	**17.2**	**7.6501**

CONSUMERS
FREE

This coupon entitles you to thousands of free consumers in Syracuse

Why? Because your ads reach so much extra spending power in Syracuse that it's like getting thousands of extra consumers free. For example, Syracusans spend twice the average amount per household on scotch,* 28% more than average on food.** And their median income is $3,164 over average.** Let us show you why the Syracuse Newspapers are the best way to reach this profitable audience. Send this coupon today.

*1983 Liquor Marketing Handbook
**1984 S & MM Survey of Buying Power

Syracuse. More than you bargain for.

Mail to Promotion Dept., Syracuse Newspapers, Syracuse, NY 13221 or call 315-470-2086

Name

Address

City

State Zip

The Syracuse Newspapers

Herald-Journal
Herald American
The Post-Standard

Represented Nationally by Newhouse Newspapers

REACH FOR THE CAROLINAS EVERY MORNING

Our morning and evening newspapers have been combined to bring you 200,000 readers every morning in a single newspaper.

We serve the Winston-Salem/Greensboro/High Point MSA. To reach our market, simply order the Journal today.

WINSTON-SALEM JOURNAL

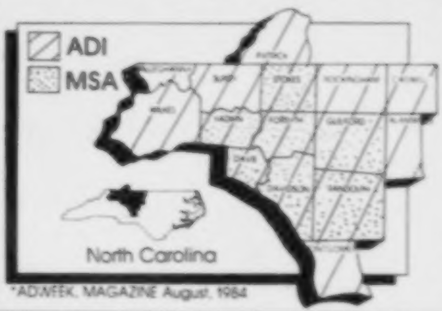
P.O. Box 3159, Winston-Salem, N.C. 27102 (919) 727-7418
Represented Nationally by Sawyer-Ferguson-Walker Company

MORE IN THE MORNING
WINSTON-SALEM JOURNAL

NORTH CAROLINA

N.C. S&MM ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984							
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
ASHEVILLE	**166.7**	**.0700**	**34.6**	**10.0**	**16.7**	**19.1**	**30.2**	**64.8**	**1,114,944**	**213,195**	**97,243**	**138,367**	**49,119**	**268,296**	**42,959**
Buncombe	166.7	.0700	34.6	10.0	16.7	19.1	30.2	64.8	1,114,944	213,195	97,243	138,367	49,119	268,296	42,959
• Asheville	58.7	.0246	37.8	9.5	15.9	16.4	36.9	24.7	782,146	127,884	73,886	123,687	32,541	166,735	30,007
SUBURBAN TOTAL	108.0	.0454	33.4	10.2	17.2	20.7	26.5	40.1	332,798	85,311	23,357	14,680	16,578	101,561	12,952
BURLINGTON	**99.5**	**.0418**	**34.0**	**11.3**	**16.1**	**19.7**	**28.6**	**37.4**	**708,998**	**137,335**	**56,724**	**65,642**	**39,459**	**189,605**	**23,060**
Alamance	99.5	.0418	34.0	11.3	16.1	19.7	28.6	37.4	708,998	137,335	56,724	65,642	39,459	189,605	23,060
• Burlington	37.1	.0156	35.1	10.4	16.0	18.8	31.4	14.8	506,191	75,381	39,921	60,351	28,651	156,049	15,633
SUBURBAN TOTAL	62.4	.0262	33.3	11.9	16.0	20.4	26.9	22.6	202,807	61,954	16,803	5,291	10,808	33,556	7,427
CHARLOTTE - GASTONIA - ROCK HILL	**1,031.6**	**.4329**	**31.5**	**11.7**	**18.1**	**19.7**	**24.1**	**376.6**	**6,117,975**	**1,394,390**	**500,340**	**632,286**	**308,698**	**1,570,180**	**182,640**
Cabarrus	91.5	.0384	33.6	10.4	16.1	19.8	28.0	33.2	501,810	116,098	32,821	57,393	25,895	137,660	16,125
• Kannapolis	32.2	.0135	34.9	10.8	14.7	17.5	32.3	12.3	195,494	44,010	12,364	38,901	11,678	37,628	6,253
Gaston	167.5	.0703	31.9	10.8	17.1	19.4	25.3	59.4	829,820	216,408	63,471	125,481	29,750	184,912	33,652
• Gastonia	47.8	.0201	33.2	10.3	16.4	17.9	29.1	17.7	527,939	108,351	37,785	108,912	20,196	127,993	19,398
Lincoln	46.8	.0196	32.1	10.3	17.3	20.6	24.3	16.8	152,292	41,840	11,304	13,004	5,902	35,066	7,273
Mecklenburg	429.6	.1803	30.9	12.5	19.7	19.9	22.0	163.2	3,218,314	574,414	293,948	323,970	194,856	889,131	79,164
• Charlotte	333.8	.1401	30.8	12.4	20.4	19.0	22.4	130.1	2,857,812	445,761	261,453	295,701	178,919	856,881	70,205
Rowan	102.1	.0429	34.4	11.1	15.6	18.5	30.6	38.2	557,896	206,288	32,575	33,555	19,674	115,956	17,037
Union	77.4	.0324	30.3	11.6	17.2	20.1	21.8	25.7	308,597	82,150	17,100	35,546	9,311	79,440	8,565
York, S. C.	*116.7*	*.0490*	*30.2*	*12.6*	*17.3*	*19.3*	*22.4*	*40.1*	*549,238*	*157,187*	*49,121*	*43,329*	*23,222*	*128,007*	*20,824*
• *Rock Hill*	*38.4*	*.0161*	*29.0*	*16.9*	*16.8*	*15.4*	*24.5*	*13.4*	*335,010*	*- 84,391*	*32,631*	*38,736*	*16,782*	*53,491*	*13,382*
SUBURBAN TOTAL	579.4	.2431	31.9	11.2	17.1	20.5	24.2	203.1	2,201,720	711,880	156,107	150,036	81,123	494,187	73,402
FAYETTEVILLE	**263.4**	**.1105**	**25.1**	**20.5**	**19.5**	**17.1**	**13.6**	**82.9**	**1,246,365**	**240,351**	**111,925**	**191,050**	**103,180**	**307,059**	**26,637**
Cumberland	263.4	.1105	25.1	20.5	19.5	17.1	13.6	82.9	1,246,365	240,351	111,925	191,050	103,180	307,059	26,637
• Fayetteville	70.0	.0294	29.9	15.0	16.8	18.0	23.4	26.3	829,487	129,306	73,953	168,248	45,291	223,939	21,057
SUBURBAN TOTAL	193.4	.0811	24.2	22.4	20.4	16.8	10.1	56.6	416,878	111,045	37,972	22,802	57,889	83,120	5,580
GREENSBORO - WINSTON-SALEM - HIGH POINT	**891.6**	**.3742**	**32.2**	**11.9**	**17.6**	**20.0**	**25.1**	**344.0**	**5,098,907**	**994,641**	**471,619**	**576,784**	**382,907**	**1,281,227**	**160,564**
Davidson	119.9	.0503	32.5	10.5	17.0	20.8	24.9	43.6	445,966	104,623	36,639	26,444	24,641	105,866	17,762
Davie	26.6	.0112	32.9	9.2	17.9	21.0	25.2	9.7	70,862	18,382	4,543	2,254	9,673	11,718	3,040
Forsyth	254.4	.1067	32.3	12.4	18.0	19.8	25.3	98.1	1,783,427	331,214	170,010	215,834	88,309	476,130	55,579
• Winston-Salem	142.4	.0598	32.1	14.5	16.9	17.2	27.8	56.6	1,429,695	230,218	138,736	207,832	70,370	383,210	42,183
Guilford	326.5	.1370	31.7	13.3	17.8	19.3	24.8	122.6	2,280,910	413,492	218,025	290,611	159,895	521,594	62,948
• Greensboro	159.8	.0671	30.5	15.9	18.9	17.3	24.3	60.7	1,570,716	271,093	156,198	225,990	95,776	343,498	39,378
• High Point	66.8	.0280	32.4	11.6	16.7	17.6	28.1	25.2	569,913	106,986	43,376	62,947	58,338	136,719	17,533

Reach The 10th Hottest Retail Market In The USA*



In North Carolina, the Greensboro News & Record delivers to 111,705 households daily and to 124,319 households on Sunday. It reaches the quality market you've been looking for.

Rated 51st MSA and 51st ADI.

Represented by Branham Newspaper Sales.

Greensboro News & Record

200 East Market Street • Greensboro, North Carolina 27401 • (919) 373-7111

*ADWEEK MAGAZINE August, 1984

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Randolph	97.8	.0411	32.8	10.2	17.5	21.2	25.0	36.2	347,856	81,738	27,577	37,107	12,438	71,270	13,569
Stokes	36.6	.0154	31.8	10.0	17.9	21.1	23.2	12.8	68,543	15,293	6,511	860	3,900	19,417	3,409
Yadkin	29.8	.0125	34.6	9.8	16.2	20.7	28.7	11.0	101,343	29,899	8,114	3,674	4,001	25,232	4,257
SUBURBAN TOTAL	522.6	.2193	32.8	10.1	17.7	21.9	24.1	191.5	1,528.583	386,344	133,107	80,015	78,453	347,800	61,470
HICKORY	**214.7**	**.0901**	**32.2**	**10.7**	**17.5**	**20.8**	**24.3**	**78.0**	**1,089,298**	**248,534**	**93,411**	**101,294**	**52,362**	**244,838**	**43,583**
Alexander	27.2	.0114	31.5	10.8	17.7	21.6	22.3	9.5	65,308	19,027	5,825	2,896	3,073	13,264	2,856
Burke	76.4	.0321	32.7	10.4	17.0	21.1	24.9	27.7	243,547	75,578	22,207	15,755	8,963	36,173	11,186
Catawba	111.1	.0466	32.0	11.0	17.6	20.4	24.4	40.8	780,433	153,929	65,379	82,643	40,326	195,401	29,541
• Hickory	24.3	.0102	33.5	14.2	15.8	17.8	29.9	9.9	445,272	78,211	39,562	54,146	25,827	101,607	16,387
SUBURBAN TOTAL	190.4	.0799	32.0	10.3	17.6	21.2	23.6	68.1	644,016	170,323	53,849	47,148	26,533	143,231	27,196
JACKSONVILLE	**120.9**	**.0508**	**23.3**	**32.2**	**17.0**	**14.0**	**10.9**	**34.1**	**524,926**	**101,712**	**46,763**	**78,668**	**36,752**	**153,854**	**12,399**
Onslow	120.9	.0508	23.3	32.2	17.0	14.0	10.9	34.1	524,926	101,712	46,763	78,668	36,752	153,854	12,399
• Jacksonville	26.3	.0110	27.6	17.0	20.0	17.7	17.5	9.3	396,146	67,230	33,351	76,197	31,046	110,177	8,053
SUBURBAN TOTAL	94.6	.0398	22.8	36.3	16.2	13.0	9.2	24.8	128,780	34,482	13,412	2,471	5,706	43,677	4,346
RALEIGH - DURHAM	**617.0**	**.2588**	**29.9**	**16.5**	**20.6**	**18.6**	**20.9**	**229.3**	**3,665,341**	**735,296**	**346,086**	**471,476**	**209,568**	**868,724**	**130,688**
Durham	159.7	.0670	30.5	15.4	20.0	17.2	23.8	60.7	989,697	188,401	87,701	140,522	54,910	241,612	38,858
• Durham	102.0	.0428	29.7	18.9	19.7	13.8	25.8	40.2	847,075	178,712	76,587	140,218	40,111	168,562	35,916
Franklin	31.9	.0134	32.7	11.6	16.0	17.5	28.8	11.0	74,360	23,115	5,265	5,668	1,681	12,382	3,945
Orange	83.8	.0351	27.4	25.5	21.4	15.8	17.9	31.0	390,001	112,966	52,053	25,020	17,839	50,548	13,548
• Chapel Hill	34.0	.0143	24.4	39.1	18.8	13.2	14.5	11.0	243,092	56,619	39,702	20,515	11,225	34,071	9,945
Wake	341.6	.1433	30.0	15.2	21.0	20.1	19.5	126.6	2,211,283	410,814	201,067	300,266	135,138	564,182	74,337
• Raleigh	170.9	.0717	29.5	19.9	20.9	17.8	20.8	65.4	1,497,856	217,760	148,815	222,397	71,653	467,293	42,449
SUBURBAN TOTAL	310.1	.1300	30.8	11.4	20.6	21.3	20.0	112.7	1,077,318	282,205	80,982	88,346	86,579	198,798	42,378
WILMINGTON	**111.5**	**.0468**	**31.6**	**12.0**	**18.4**	**18.8**	**24.9**	**42.1**	**811,617**	**147,696**	**73,833**	**118,154**	**41,092**	**201,214**	**22,888**
New Hanover	111.5	.0468	31.6	12.0	18.4	18.8	24.9	42.1	811,617	147,696	73,833	118,154	41,092	201,214	22,888
• Wilmington	45.0	.0189	32.1	14.3	16.6	14.4	30.8	18.5	616,238	103,114	50,969	92,421	39,207	149,014	20,776
SUBURBAN TOTAL	66.5	.0279	31.3	10.5	19.6	21.8	20.9	23.6	195,379	44,582	22,864	25,733	1,885	52,200	2,112
OTHER COUNTIES															
Alleghany	10.1	.0043	35.8	9.1	15.4	19.1	32.0	3.8	30,980	6,288	1,936	1,484	771	6,188	1,657
Anson	26.3	.0110	31.5	10.1	15.8	15.8	28.6	8.7	71,509	20,555	4,492	3,094	4,131	17,159	3,363
Ashe	23.2	.0097	34.9	9.4	15.7	19.7	30.2	8.9	84,465	18,666	4,480	6,428	3,207	22,418	2,616
Avery	15.0	.0063	31.6	13.2	16.5	18.5	26.0	5.2	60,479	17,615	3,661	4,696	1,156	8,731	2,412
Beaufort	42.2	.0177	32.7	10.0	15.8	17.9	28.5	15.3	189,019	50,527	11,014	20,277	6,611	45,130	7,356
Bertie	21.2	.0089	31.7	10.9	13.9	16.2	29.2	7.3	48,255	15,852	1,871	1,334	1,655	14,767	1,428
Bladen	31.5	.0133	31.2	10.6	16.6	17.5	26.3	10.9	84,223	26,579	3,086	6,384	2,445	20,077	3,986
Brunswick	43.8	.0183	32.1	10.1	16.4	18.8	26.4	15.6	158,635	58,771	21,040	11,688	3,135	16,962	5,422

RALEIGH DURHAM WINS BIG

"Hottest retail market in the Southeast; 8th top retail growth market in the entire nation," says ADWEEK magazine of the Raleigh/Durham Metro.

Reach this *quality people-quality products* market with the largest daily newspaper buy in the Carolinas…

The News and Observer
The Raleigh Times
Durham Morning Herald
THE DURHAM SUN

With one rate/one bill via
Branham
NEWSPAPER SALES

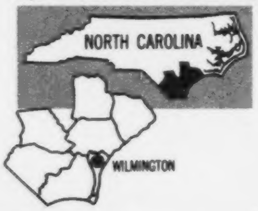
N.C. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Caldwell	71.3	.0299	31.9	10.8	16.8	21.1	23.7	25.3	301,807	78,049	17,383	21,579	26,263	84,415	12,061
Camden	6.0	.0025	33.0	11.0	14.0	19.3	27.9	2.0	14,674	3,891	870	491	489	904	108
Carteret	46.7	.0196	32.9	11.8	17.1	18.6	27.8	18.0	261,251	46,247	27,707	25,846	14,864	52,583	7,661
Caswell	21.8	.0092	31.5	11.3	17.0	18.8	25.3	6.9	23,882	8,956	389	2,217	928	5,723	1,485
Chatham	35.5	.0149	32.9	10.2	19.5	19.1	26.7	13.2	110,727	31,590	7,789	7,514	3,320	31,190	2,656
Cherokee	20.0	.0084	35.4	8.8	14.6	19.0	31.6	7.5	90,287	27,760	7,150	7,295	7,608	9,053	3,235
Chowan	13.2	.0055	33.6	9.8	15.4	16.5	31.4	4.9	57,608	16,917	3,118	8,752	1,680	11,489	2,176
Clay	7.3	.0031	36.0	8.7	16.2	16.8	34.6	2.7	22,005	3,079	234	665	1,001	8,598	1,011
Cleveland	87.1	.0365	32.0	10.7	16.4	19.3	25.8	30.5	342,151	97,494	30,695	33,549	15,589	75,900	15,627
Columbus	52.2	.0219	31.8	10.5	15.9	19.1	25.8	18.2	229,594	53,313	12,583	18,070	7,915	55,066	10,288
Craven	75.7	.0318	27.3	17.6	18.1	16.4	19.8	26.1	408,833	98,064	29,308	48,372	19,776	119,737	9,952
Currituck	13.3	.0056	32.9	10.7	15.9	18.6	28.1	4.9	27,473	13,025	2,058	452	1,092	594	429
Dare	16.9	.0071	34.5	10.7	18.6	17.7	31.4	6.8	140,399	39,129	27,649	8,754	4,825	11,003	1,320
Duplin	41.6	.0175	32.2	10.5	15.4	18.5	27.3	14.7	135,967	43,199	8,887	7,828	8,156	30,492	5,279
Edgecombe	57.6	.0242	30.3	11.2	17.0	17.0	24.9	19.4	198,779	59,197	11,221	19,170	10,569	39,893	6,308
Gates	9.3	.0039	33.6	10.8	15.1	17.3	30.6	3.0	18,126	5,727	1,090	607	132	6,493	1,042
Graham	7.5	.0032	33.0	9.6	16.0	18.7	28.1	2.5	13,665	4,880	1,044	989	492	745	685
Granville	34.9	.0146	32.8	10.7	16.4	19.6	26.8	11.3	105,796	32,939	6,276	8,270	3,071	22,215	8,049
Greene	16.3	.0069	30.0	12.2	16.8	17.1	24.5	5.4	20,725	4,698	1,414	1,484	1,259	4,360	430
Halifax	55.4	.0232	31.8	10.6	15.3	16.9	28.3	19.1	287,039	61,405	19,547	40,876	24,322	47,572	10,426
Harnett	62.7	.0263	29.9	15.0	16.1	17.6	24.2	21.8	221,007	56,768	18,485	21,615	9,557	31,464	12,101
Haywood	48.0	.0202	35.9	9.4	15.2	20.3	30.9	18.2	271,145	56,199	19,688	11,271	9,941	80,929	10,589
Henderson	66.4	.0279	37.1	8.5	15.0	18.5	34.3	26.4	416,565	77,880	29,719	21,559	13,287	135,135	13,039
Hertford	23.0	.0096	31.3	12.9	14.7	16.6	28.0	7.7	97,963	26,391	8,616	13,322	5,760	17,425	3,854
Hoke	22.0	.0092	27.1	13.5	16.7	16.7	20.1	6.7	30,389	11,818	1,975	3,396	1,649	5,267	1,636
Hyde	5.9	.0025	32.6	11.2	14.7	16.0	30.4	2.1	12,884	5,346	1,958	1,340	430	596	292
Iredell	86.8	.0364	33.0	10.3	16.2	19.7	27.2	31.5	413,310	105,319	36,353	40,789	18,173	91,102	17,716
Jackson	27.2	.0115	29.4	20.9	15.3	17.3	24.1	9.2	112,558	31,925	11,259	10,789	4,388	23,857	6,281
Johnston	74.9	.0314	32.7	10.1	16.8	19.6	26.6	27.5	376,301	80,997	27,201	17,762	28,355	77,264	13,138
Jones	9.7	.0041	31.4	11.3	15.4	16.8	27.8	3.2	21,182	2,918	777	3,133	476	5,794	216
Lee	39.9	.0167	31.7	11.1	17.2	19.5	24.9	14.1	240,775	67,764	17,195	16,793	[illegible]	63,869	7,377
Lenoir	61.4	.0258	31.8	10.9	16.5	18.7	26.0	21.9	321,007	72,209	22,602	39,372	16,174	75,012	11,402
McDowell	36.3	.0153	33.0	10.0	16.2	19.8	26.9	13.0	144,983	[illegible]	11,369	11,698	4,494	37,111	6,002
Macon	22.6	.0094	38.6	8.2	14.4	18.7	36.2	9.0	117,644	[illegible]	9,576	12,244	5,195	9,653	4,689
Madison	17.1	.0072	33.6	13.5	15.0	18.2	29.7	6.1	32,355	6,053	1,962	1,288	1,412	7,824	1,757
Martin	26.8	.0113	31.9	10.5	15.9	17.8	27.2	9.0	90,675	25,244	9,611	12,345	4,326	16,378	3,099
Mitchell	14.7	.0061	36.3	9.8	15.2	19.9	31.8	5.2	48,061	8,524	3,641	1,190	3,389	17,979	2,262
Montgomery	23.6	.0099	32.3	10.7	16.3	17.6	28.0	8.3	69,663	18,577	5,847	2,999	3,452	14,734	3,752
Moore	56.0	.0235	34.5	10.5	15.1	17.3	32.0	21.6	224,638	60,650	17,455	12,233	8,329	65,136	8,082
Nash	70.6	.0297	31.7	10.8	17.4	18.4	25.9	25.6	450,469	94,684	48,079	54,386	18,831	92,490	14,915
Rocky Mount	46.5	.0195	32.1	10.0	17.5	17.0	28.0	17.7	411,678	90,291	40,323	52,646	19,415	77,077	15,879
Northampton	22.3	.0093	32.9	11.2	14.6	16.7	30.2	7.4	41,442	14,131	2,804	940	279	5,822	1,172
Pamlico	10.9	.0046	33.9	10.1	15.1	17.7	30.6	3.8	37,938	9,270	2,467	1,145	382	15,713	762
Pasquotank	29.7	.0125	30.7	15.1	15.6	16.5	26.9	10.6	204,418	29,588	13,435	22,530	11,441	50,352	8,358
Pender	24.4	.0102	32.6	9.5	16.2	18.0	28.1	8.4	56,157	24,729	2,653	2,111	797	7,158	2,003
Perquimans	10.0	.0042	35.0	10.5	13.6	17.1	32.9	3.7	21,336	3,677	1,865	841	388	8,202	343
Person	30.0	.0126	32.3	11.0	16.7	18.1	27.3	10.6	118,288	30,506	6,296	7,015	5,727	33,215	5,816
Pitt	93.7	.0393	28.0	20.1	17.9	16.1	21.4	35.0	516,722	96,327	48,142	51,691	29,690	139,416	11,917
Polk	13.8	.0058	40.1	8.2	13.6	17.6	38.9	5.4	37,938	9,019	2,938	1,137	1,199	9,834	2,253
Richmond	47.4	.0199	32.2	10.6	15.8	17.5	28.1	17.1	197,303	49,703	14,227	19,248	10,568	47,348	9,115
Robeson	107.1	.0449	28.3	11.8	16.4	16.7	22.3	33.8	415,812	88,029	27,700	23,180	24,742	78,256	13,589
Rockingham	86.8	.0364	32.9	10.5	16.4	18.9	27.8	31.8	371,496	111,770	30,033	36,130	28,441	52,326	16,675
Rutherford	55.9	.0234	34.0	9.6	15.4	18.8	29.7	20.7	272,794	65,506	18,534	20,895	13,506	75,451	11,411
Sampson	51.4	.0216	32.4	10.4	15.7	18.4	27.5	18.0	164,670	39,772	8,709	17,965	10,501	35,970	7,179
Scotland	34.3	.0144	29.0	12.2	17.2	17.2	22.4	11.3	161,357	51,641	12,399	20,150	6,558	32,680	3,931
Stanly	51.0	.0214	33.9	10.7	15.8	19.1	29.2	18.7	203,815	50,358	14,465	13,892	8,365	49,956	9,557
Surry	62.0	.0260	33.9	10.1	16.0	19.7	28.4	22.8	364,266	73,994	20,637	25,970	17,353	85,026	16,133
Swain	10.7	.0045	33.6	10.3	14.7	18.4	29.6	3.9	49,178	14,552	7,962	2,416	1,300	6,003	1,369
Transylvania	25.0	.0105	33.6	11.4	15.4	19.4	28.5	9.1	91,587	26,600	6,977	7,255	2,687	18,264	4,193
Tyrrell	4.0	.0017	34.1	10.6	13.2	16.2	32.5	1.4	6,474	1,370	138	156	58	780	



TAP THE POWER OF THE Morning Star

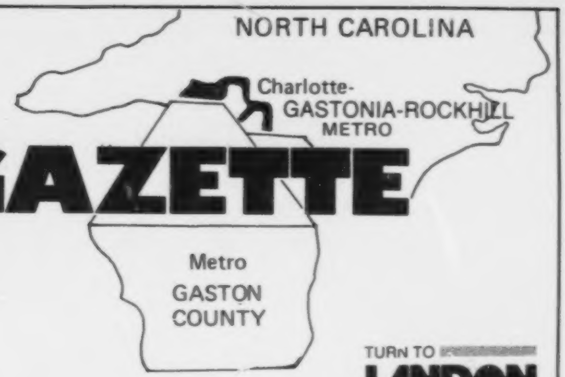
SHINING BRIGHTLY OVER SOUTHEASTERN NORTH CAROLINA, THE WILMINGTON MORNING STAR ENLIGHTENS THE LIVES OF OVER 140,000 READERS IN A 7-COUNTY AREA. IN THE WILMINGTON METRO, TAP A MARKET THAT RANKS #1 PER HOUSEHOLD IN TOTAL RETAIL SALES, LIQUOR SALES AND EATING & DRINKING SALES.

NYT
THE NEW YORK TIMES
REGIONAL NEWSPAPER GROUP

Represented nationally by:
Branham/Newspaper Sales
New York 212-490-1200
Atlanta 404-233-6708
Charlotte 704-527-4435

Source: Sales & Marketing Management, 1985 Survey of Buying Power; Scarborough Research Corp.

It takes the
GASTONIA GAZETTE
to sell the whole
'Metro' market!



TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

N.C. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84 · RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Vance	38.2	.0161	31.6	10.4	16.4	17.3	27.1	13.2	188,946	40,745	13,402	21,945	9,717	43,779	6,146
Warren	16.5	.0070	33.4	10.4	14.2	15.4	32.3	5.5	40,207	14,398	1,685	2,136	3,421	6,298	1,782
Washington	15.1	.0063	30.1	11.1	16.6	17.4	24.4	5.0	37,602	12,376	2,769	3,230	2,253	7,372	1,748
Watauga	33.8	.0142	27.4	26.2	15.9	16.3	21.7	12.0	220,815	46,064	24,271	13,307	13,018	47,689	7,225
Wayne	100.6	.0422	29.6	13.7	17.5	18.8	21.8	34.9	465,814	87,405	32,290	57,679	22,288	127,460	13,535
Wilkes	61.9	.0260	32.3	10.8	17.4	20.3	24.9	22.5	252,228	52,613	16,413	19,242	5,352	62,312	8,710
Wilson	64.9	.0272	31.0	12.3	16.9	18.0	25.2	23.1	359,450	69,871	27,502	47,072	14,382	91,740	12,959
Yancey	15.8	.0067	34.3	9.2	16.6	18.9	29.9	5.6	37,556	12,816	2,470	2,358	476	6,520	2,307
TOTAL METRO COUNTIES	**3,400.2**	**1.4269**	**30.7**	**13.9**	**18.4**	**19.2**	**23.0**	**1,239.1**	**19,829,123**	**4,055,966**	**1,748,623**	**2,330,39[illegible]**	**1,119,945**	**4,906,990**	**624,594**
TOTAL STATE	**6,215.9**	**2.6088**	**31.2**	**12.9**	**17.3**	**18.8**	**24.7**	**2,240.6**	**32,016,659**	**7,000,252**	**2,683,168**	**3,399,717**	**1,706,726**	**7,690,408**	**1,077,449**

N.C.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ASHEVILLE	**1,580,128**	**21,212**	**26.6**	**32.4**	**14.4**	**6.4**	**.0705**
Buncombe	1,580,128	21,212	26.6	32.4	14.4	6.4	.0705
• Asheville	567,565	18,763	28.4	28.3	12.0	6.4	.0340
SUBURBAN TOTAL	1,012,563	22,653	25.6	35.0	15.8	6.4	.0365
BURLINGTON	**958,490**	**23,191**	**24.8**	**34.0**	**17.1**	**6.8**	**.0434**
Alamance	958,490	23,191	24.8	34.0	17.1	6.8	.0434
• Burlington	379,950	22,547	25.0	32.1	16.0	8.0	.0222
SUBURBAN TOTAL	578,540	23,602	24.7	35.3	17.7	6.0	.0212
CHARLOTTE - GASTONIA - ROCK HILL	**10,635,731**	**25,356**	**22.4**	**33.5**	**19.5**	**9.8**	**.4348**
Cabarrus	932,141	25,832	22.6	33.3	20.5	9.2	.0375
• Kannapolis	309,608	23,178	25.2	35.1	16.9	6.0	.0132
Gaston	1,640,837	25,259	22.2	34.8	19.5	8.6	.0652
• Gastonia	482,405	23,533	24.1	30.7	16.6	10.5	.0256
Lincoln	451,069	24,959	21.7	37.6	18.8	7.4	.0163
Mecklenburg	4,834,014	26,128	21.9	31.4	20.3	12.2	.2043
• Charlotte	3,740,866	25,021	23.0	31.7	18.6	11.6	.1667
Rowan	999,206	23,803	24.3	36.1	17.1	6.6	.0409
Union	665,207	23,558	24.1	36.4	16.2	6.7	.0265
York, S. C.	*1,113,257*	*25,365*	*21.8*	*34.0*	*19.9*	*8.8*	*.0441*
• Rock Hill	*330,938*	*21,650*	*25.8*	*32.4*	*16.2*	*5.5*	*.0174*
SUBURBAN TOTAL	5,771,914	26,067	21.4	34.9	20.6	9.2	.2119
FAYETTEVILLE	**2,257,966**	**21,338**	**29.0**	**32.4**	**15.0**	**6.3**	**.0947**

On The Grow

OVER 180,000 READERS DAILY
IN NORTH CAROLINA'S 4th
LARGEST SMSA.

How can The Fayetteville Observer/Times show an increase of nearly 10,000 new readers in just one year? Quality.

A solid market dominated by government payrolls served by a newspaper noted by Time Magazine as one of the top Mid-Size newspapers in the country. No wonder Fayetteville is getting more attention.

You just can't reach the Carolina market without The Observer and Times.

THE FAYETTEVILLE TIMES
Deficit
The Fayetteville Observer
Tax Reform Plans Await General Assembly
ALL-AMERICA CITY

FOR MORE INFORMATION CONTACT DICK
FOX % FAYETTEVILLE PUBLISHING CO.
PO BOX 849, FAYETTEVILLE, NC 28302
OR PHONE 919-323-4848

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

CAN-DO

CHARLOTTE AREA NEWSPAPER DAILIES ORGANIZATION*

provides 22% coverage of nation's 32nd ranking ADI (A must! to supplement Charlotte, N.C. newspapers coverage of 31%)

147,989 circulation

18.8% group discount

Concord/Kannapolis Newspapers/Lenoir News-Topic/Enquirer-Journal/
Morganton News Herald/Rock Hill Evening Herald/Salisbury Post/
Shelby Star Statesville Record & Landmark

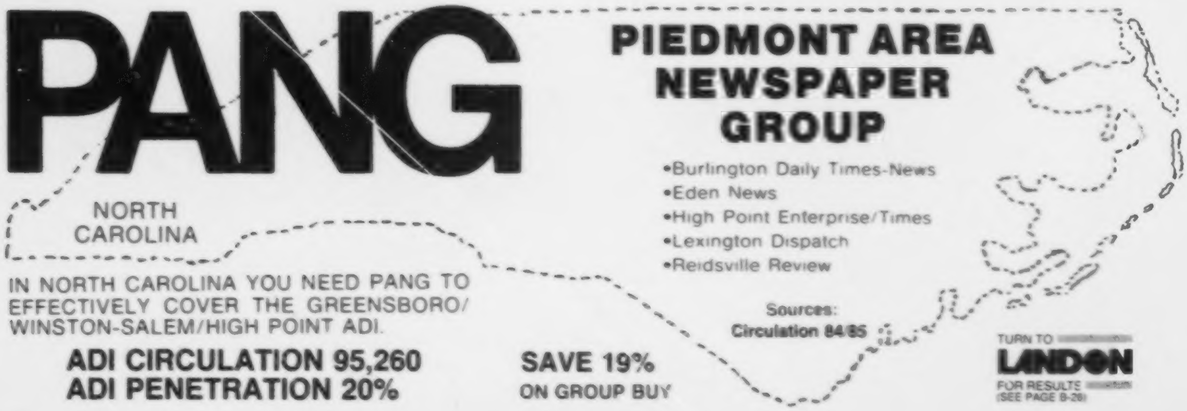
TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

N.C. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Cumberland	2,257,966	21,338	29.0	32.4	15.0	6.3	.0947
• Fayetteville	666,133	20,446	25.8	26.4	14.7	9.9	.0380
SUBURBAN TOTAL	1,591,833	21,657	30.5	35.3	15.1	4.6	.0567
GREENSBORO - WINSTON-SALEM - HIGH POINT	**9,247,114**	**24,256**	**23.6**	**32.5**	**17.8**	**9.8**	**.3722**
Davidson	1,117,272	23,185	25.1	35.5	16.2	6.8	.0419
Davie	260,412	24,134	23.2	33.1	17.9	8.6	.0091
Forsyth	2,866,627	25,650	21.8	30.3	19.6	12.2	.1184
• Winston-Salem	1,559,876	22,113	24.5	28.6	14.8	11.5	.0753
Guilford	3,538,176	24,678	23.6	31.4	18.3	11.2	.1487
• Greensboro	1,748,749	24,054	24.2	31.0	17.0	11.7	.0837
• High Point	648,612	21,145	27.4	30.1	14.3	8.4	.0314
Randolph	861,640	21,883	27.4	37.3	13.4	4.9	.033C
Stokes	335,332	24,964	21.5	34.8	19.5	6.9	.0112
Yadkin	267,655	21,841	24.9	31.1	16.3	6.5	.0099
SUBURBAN TOTAL	5,289,877	25,291	22.6	34.5	19.4	8.9	.1818
HICKORY	**2,032,586**	**23,357**	**25.9**	**36.9**	**15.8**	**6.4**	**.0825**
Alexander	235,572	22,870	26.0	37.1	15.7	5.1	.0084
Burke	678,589	21,607	28.5	36.6	13.7	4.5	.0251
Catawba	1,118,425	24,766	24.3	37.0	17.3	8.0	.0490
• Hickory	272,536	21,732	27.5	31.1	11.9	11.4	.0176
SUBURBAN TOTAL	1,760,050	23,563	25.7	37.7	16.4	5.7	.0649
JACKSONVILLE	**836,284**	**16,356**	**39.3**	**28.0**	**7.5**	**2.1**	**.0385**
Onslow	836,284	16,356	39.3	28.0	7.5	2.1	.0385
• Jacksonville	204,373	19,590	32.9	33.8	12.1	2.8	.0154
SUBURBAN TOTAL	631,911	15,338	41.7	25.9	5.8	1.8	.0231
RALEIGH - DURHAM	**6,826,664**	**26,028**	**21.8**	**30.3**	**19.8**	**12.9**	**.2690**
Durham	1,801,757	25,565	21.8	28.7	19.7	13.4	.0713
• Durham	1,077,288	21,679	25.4	29.0	15.1	10.0	.0491
Franklin	234,781	18,361	27.8	29.3	12.0	4.6	.0088
Orange	836,990	21,678	26.5	29.5	14.2	10.4	.0323
• Chapel Hill	352,602	23,027	25.5	24.8	14.0	17.8	.0153
Wake	3,953,136	28,171	20.1	31.3	21.9	14.0	.1566
• Raleigh	2,003,451	25,961	22.5	29.9	19.0	14.2	.0879
SUBURBAN TOTAL	3,393,323	27,997	19.7	31.5	22.5	12.7	.1167
WILMINGTON	**1,027,167**	**21,387**	**24.8**	**31.9**	**14.6**	**6.8**	**.0482**
New Hanover	1,027,167	21,387	24.8	31.9	14.6	6.8	.0482
• Wilmington	368,817	15,259	29.1	23.9	8.5	5.3	.0252
SUBURBAN TOTAL	658,350	25,776	21.5	38.0	19.4	8.0	.0230
OTHER COUNTIES							
Alleghany	72,542	16,176	33.0	28.6	5.3	4.1	.0029
Anson	169,099	17,077	29.9	30.1	8.6	2.8	.0070
Ashe	174,678	16,713	31.2	29.6	7.9	3.3	.0074
Avery	100,365	16,114	35.7	27.1	8.1	2.5	.0046
Beaufort	321,968	17,976	28.3	29.3	10.8	4.5	.0142
Bertie	149,800	16,466	28.9	27.5	9.4	4.5	.0057
Bladen	204,741	15,861	31.0	26.2	8.2	3.1	.0086
Brunswick	350,874	19,958	25.1	31.7	13.3	4.9	.0142
Caldwell	605,290	22,032	27.3	38.2	12.9	4.6	.0246
Camden	45,500	21,619	22.0	35.2	12.7	5.6	.0018
Carteret	426,207	20,700	28.0	31.9	14.7	5.3	.0182
Caswell	128,323	16,644	31.0	31.0	7.0	1.9	.0049
Chatham	312,251	21,910	26.2	36.3	14.6	4.5	.0117
Cherokee	141,007	15,500	34.8	25.6	8.0	2.9	.0065
Chowan	107,645	17,937	30.2	28.2	10.9	5.3	.0045
Clay	49,216	15,429	34.8	23.9	7.0	3.4	.0021
Cleveland	770,982	23,116	23.9	34.7	17.0	6.0	.0301
Columbus	386,499	17,401	28.5	26.6	11.5	5.4	.0172
Craven	622,807	19,263	28.9	30.0	12.9	5.1	.0279
Currituck	106,264	19,201	27.1	30.7	11.9	5.1	.0040
Dare	167,561	20,601	31.4	32.1	12.5	7.0	.0079
Duplin	278,286	16,233	29.9	28.1	8.0	3.0	.0120



PANG

PIEDMONT AREA NEWSPAPER GROUP

- •Burlington Daily Times-News
- •Eden News
- •High Point Enterprise/Times
- •Lexington Dispatch
- •Reidsville Review

NORTH CAROLINA

IN NORTH CAROLINA YOU NEED PANG TO EFFECTIVELY COVER THE GREENSBORO/WINSTON-SALEM/HIGH POINT ADI.

ADI CIRCULATION 95,260
ADI PENETRATION 20%

SAVE 19%
ON GROUP BUY

Sources:
Circulation 84/85

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

EASTERN NORTH CAROLINA
IS THE GREENVILLE – NEW BERN – WASHINGTON ADI
COVERED BY THE
EASTERN NORTH CAROLINA
NEWSPAPER NETWORK
JACKSONVILLE NEWS • KINSTON FREE PRESS • NEW BERN SUN JOURNAL
• WASHINGTON NEWS • WILSON TIMES
TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

N.C. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Edgecombe	436,955	20,244	25.2	32.4	13.6	4.6	.0178
Gates	60,348	18,178	26.5	33.2	10.5	1.7	.0023
Graham	44,229	15,711	33.3	29.3	5.0	1.7	.0018
Granville	270,219	20,803	25.8	32.7	14.4	5.0	.0106
Greene	116,244	17,833	30.3	28.8	10.5	5.1	.0042
Halifax	383,650	16,183	27.2	26.7	9.3	4.7	.0189
Harnett	458,750	17,890	31.2	30.3	10.4	3.2	.0192
Haywood	459,177	22,157	25.0	30.2	17.7	7.4	.0193
Henderson	680,191	22,817	24.6	32.6	16.4	8.2	.0283
Hertford	169,957	18,653	26.5	28.8	12.2	5.7	.0076
Hoke	153,705	20,045	27.6	32.0	13.6	4.5	.0055
Hyde	35,966	13,973	32.3	24.6	5.5	2.4	.0015
Iredell	798,309	22,947	25.2	35.0	16.8	6.0	.0323
Jackson	198,569	17,244	31.5	28.7	9.0	4.1	.0087
Johnston	545,684	17,425	29.3	31.3	8.2	3.3	.0256
Jones	57,259	15,495	32.2	27.8	6.0	2.9	.0024
Lee	352,295	21,523	27.1	32.5	13.9	7.3	.0158
Lenoir	491,399	19,429	27.9	31.2	12.4	5.0	.0221
McDowell	298,419	21,284	26.8	36.7	13.1	3.8	.0121
Macon	180,785	16,531	34.0	27.4	7.7	3.8	.0081
Madison	127,225	16,182	30.3	26.7	8.8	3.9	.0047
Martin	188,059	17,960	29.0	29.4	11.1	4.1	.0080
Mitchell	111,579	19,245	28.7	30.9	14.1	2.9	.0045
Montgomery	181,839	19,952	27.7	34.7	11.4	3.8	.0072
Moore	544,561	21,501	26.1	32.9	12.6	8.3	.0204
Nash	596,558	19,779	26.4	30.4	13.4	5.7	.0279
Rocky Mount	411,682	19,808	25.4	29.7	13.5	6.3	.0214
Northampton	141,482	14,843	31.7	24.1	7.5	3.7	.0055
Pamlico	70,872	16,204	27.8	28.9	8.1	2.8	.0032
Pasquotank	221,096	17,654	29.1	28.9	11.1	3.6	.0115
Pender	153,500	15,387	30.9	27.4	7.2	2.9	.0063
Perquimans	59,878	13,908	33.9	23.8	5.5	1.0	.0025
Person	230,013	19,498	28.0	33.5	12.1	3.0	.0097
Pitt	750,752	17,668	27.9	28.1	11.0	4.8	.0344
Polk	140,425	21,681	26.9	27.9	15.6	10.2	.0048
Richmond	379,493	19,787	26.8	32.7	12.3	4.4	.0159
Robeson	719,937	17,981	29.5	30.4	10.1	4.0	.0326
Rockingham	823,848	23,285	23.7	32.4	17.6	7.8	.0318
Rutherford	489,729	21,190	26.0	33.1	14.7	5.3	.0205
Sampson	343,995	16,384	31.7	28.4	8.6	2.5	.0148
Scotland	281,349	22,004	24.0	31.4	17.3	5.7	.0121
Stanly	475,050	23,088	24.1	35.7	16.1	6.3	.0182
Surry	533,175	20,465	27.8	32.7	13.5	5.0	.0240
Swain	58,062	12,956	38.3	18.6	3.8	1.1	.0021
Transylvania	249,305	25,335	20.3	33.3	19.4	9.0	.0090
Tyrrell	24,115	15,791	29.2	28.5	7.6	1.3	.0010
Vance	301,065	19,241	28.6	30.7	12.1	5.3	.0135
Warren	97,960	14,693	30.9	26.5	5.9	2.3	.0042
Washington	117,737	20,509	24.1	29.3	14.8	7.0	.0044
Watauga	264,697	16,970	28.9	26.7	9.6	6.0	.0131
Wayne	760,118	18,581	30.1	30.9	11.2	3.9	.0339
Wilkes	532,219	20,767	27.7	34.8	11.8	5.6	.0214
Wilson	544,830	20,182	27.0	30.9	14.2	5.4	.0243
Yancey	96,564	15,244	34.6	27.4	4.4	1.9	.0042
TOTAL METRO COUNTIES	**34,288,873**	**23,984**	**24.1**	**32.5**	**17.7**	**9.4**	**1.4097**
TOTAL STATE	**56,783,975**	**21,823**	**25.8**	**31.8**	**15.3**	**7.4**	**2.3644**

TURN TO
LANDON
FOR RESULTS
(See page B-26)

When you ask Landon . . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

NORTH DAKOTA

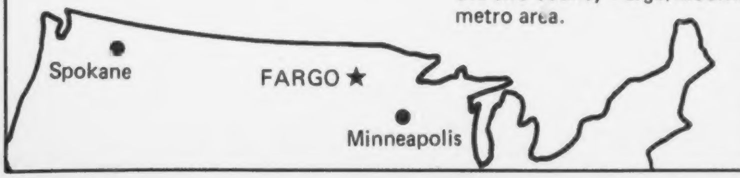
N.D. ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BISMARCK	**90.1**	**.0377**	**29.0**	**13.4**	**19.1**	**17.3**	**21.2**	**31.6**	**577,254**	**89,632**	**47,238**	**87,493**	**25,000**	**164,550**	**16,569**
Burleigh	62.0	.0260	28.8	14.3	19.9	17.7	20.0	22.0	456,340	67,259	37,227	86,584	21,924	119,926	15,243
• Bismarck	49.8	.0209	29.1	14.6	20.0	17.3	20.8	18.5	448,958	65,516	36,238	86,410	21,524	119,546	15,211
Morton	28.1	.0117	29.4	11.5	17.4	16.4	23.8	9.6	120,914	22,373	10,011	909	3,076	44,624	1,326
SUBURBAN TOTAL	40.3	.0168	28.8	12.0	18.1	17.2	21.6	13.1	128,296	24,116	11,000	1,083	3,476	45,004	1,358
FARGO - MOORHEAD	**145.9**	**.0613**	**28.4**	**19.1**	**18.9**	**15.7**	**21.7**	**53.1**	**973,638**	**143,721**	**84,873**	**122,092**	**41,327**	**264,026**	**19,852**
Cass	96.6	.0406	28.7	17.8	20.8	15.8	21.2	36.0	737,792	82,468	61,434	112,171	26,441	223,319	12,418
• Fargo	66.5	.0279	28.5	21.0	20.7	14.8	21.7	25.8	669,496	70,772	54,861	111,273	25,501	209,293	11,423
Clay, Minn.	*49.3*	*.0207*	*27.4*	*21.8*	*15.5*	*15.4*	*22.8*	*17.1*	*235,846*	*61,253*	*23,439*	*9,921*	*14,886*	*40,707*	*7,434*
• *Moorhead*	*29.4*	*.0123*	*25.0*	*29.6*	*14.9*	*13.5*	*21.5*	*10.1*	*184,036*	*53,509*	*18,580*	*7,663*	*12,962*	*31,657*	*6,715*
SUBURBAN TOTAL	50.0	.0211	29.8	10.4	18.9	18.1	22.0	17.2	120,106	19,440	11,432	3,156	2,864	23,076	1,714
GRAND FORKS	**70.0**	**.0294**	**25.8**	**22.2**	**20.0**	**14.2**	**17.4**	**23.4**	**448,258**	**55,457**	**28,913**	**94,139**	**26,062**	**130,803**	**6,135**
Grand Forks	70.0	.0294	25.8	22.2	20.0	14.2	17.4	23.4	448,258	55,457	28,913	94,139	26,062	130,803	6,135
• Grand Forks	44.9	.0188	26.1	24.6	19.2	14.2	18.7	16.0	419,695	50,711	26,410	93,263	25,738	120,614	5,383
SUBURBAN TOTAL	25.1	.0106	25.2	18.1	21.0	14.3	15.2	7.4	28,563	4,746	2,503	876	324	10,189	752
OTHER COUNTIES															
Adams	3.6	.0015	34.7	9.1	15.0	16.9	32.7	1.3	19,623	7,256	1,627	1,848		2,680	1,194
Barnes	13.8	.0058	33.5	13.6	14.1	14.8	33.1	5.1	80,368	13,617	4,721	5,762	2,217	26,527	2,766
Benson	8.1	.0034	30.7	9.0	12.9	14.8	29.6	2.5	8,081	2,462	1,230	125	224	705	152
Billings	1.1	.0004	29.8	10.6	14.6	17.5	24.9	.4	1,697	517	713				
Bottineau	9.3	.0039	34.4	10.7	13.7	15.7	33.6	3.2	39,338	5,951	3,258	1,005	1,855	11,489	1,134
Bowman	4.4	.0019	31.6	10.1	14.8	17.1	27.8	1.6	21,209	5,042	2,051	804	579	6,768	1,211
Burke	3.7	.0015	40.4	7.0	11.9	16.8	39.4	1.4	12,777	1,931	1,293	344	321	3,605	320
Cavalier	7.3	.0030	35.6	8.3	13.4	17.2	33.5	2.5	28,585	6,404	1,895	476	1,587	6,536	1,078
Dickey	7.4	.0032	33.9	10.3	14.0	15.6	32.9	2.5	30,902	6,538	3,159	927	1,033	8,322	1,831
Divide	3.1	.0013	41.7	7.2	12.2	15.7	41.4	1.1	10,893	2,386	886	541		2,566	276
Dunn	4.8	.0020	31.2	10.6	14.6	16.8	27.6	1.6	11,922	3,151	888		56	5,835	176
Eddy	3.2	.0013	38.8	8.2	12.6	14.8	39.0	1.3	13,798	2,690	620	144	225	4,240	402
Emmons	5.7	.0024	36.0	7.4	10.6	17.1	34.1	2.0	23,389	5,908	1,212	514	388	7,349	477
Foster	4.6	.0019	34.0	9.5	13.2	16.1	32.6	1.6	31,520	4,755	1,804	603	404	11,231	905
Golden Valley	2.5	.0011	34.3	8.3	13.5	15.6	33.4	.9	19,252	2,501	1,401	139	390	7,600	117
Grant	4.1	.0017	34.7	7.6	13.6	16.6	32.9	1.5	12,802	2,313	749		68	5,409	455
Griggs	3.7	.0015	39.4	7.6	14.3	14.5	39.9	1.4	9,458	3,519	602	386		1,979	274
Hettinger	4.2	.0018	35.9	8.4	13.1	16.8	34.1	1.5	17,845	4,351	1,270	455	62	8,550	885
Kidder	3.8	.0016	35.0	8.1	12.5	17.6	32.4	1.4	5,689	888	338		81	766	144
La Moure	6.4	.0027	36.8	8.3	12.5	15.8	36.1	2.3	16,074	3,941	1,528	254	69	4,067	505
Logan	3.3	.0014	39.3	7.6	10.1	17.7	37.3	1.2	14,716	2,320	553		306	7,941	239
McHenry	7.5	.0031	36.6	8.0	12.7	16.5	35.4	2.7	16,662	3,519	1,528	52	192	3,951	658
McIntosh	4.4	.0019	45.3	6.9	9.6	17.4	44.3	1.8	20,867	5,758	1,566	133	418	7,342	681
McKenzie	8.0	.0033	29.4	11.4	16.4	16.4	24.4	2.6	33,665	10,075	3,646		460	5,668	1,282
McLean	13.4	.0056	32.6	8.9	15.8	16.1	30.1	4.6	46,665	12,864	3,480	430	1,091	6,763	1,181
Mercer	14.1	.0060	29.9	11.4	18.7	17.2	23.3	5.0	50,429	12,132	5,704	1,263	1,398	12,159	1,986
Mountrail	7.9	.0034	33.6	8.6	14.2	16.1	32.0	2.8	32,154	8,112	2,687	683	545	10,075	1,752
Nelson	5.3	.0022	42.7	6.8	11.5	16.3	42.5	2.0	32,432	5,115	2,155	946	148	5,476	688
Oliver	2.7	.0011	29.4	10.3	17.5	17.8	22.5	.8	1,731	535	474				
Pembina	10.5	.0044	34.5	8.4	15.2	16.1	33.1	3.7	43,136	9,315	3,242	517	371	16,716	1,426
Pierce	6.2	.0026	34.9	9.1	11.8	16.8	33.1	2.0	41,236	6,730	2,802	2,159	792	16,044	969
Ramsey	13.4	.0057	32.9	10.9	14.9	15.4	31.5	4.9	99,012	16,813	7,726	4,857	3,577	29,747	4,189
Ransom	6.7	.0028	36.4	7.6	14.2	15.4	36.2	2.4	26,958	5,942	3,144	257	1,114	5,472	1,306
Renville	3.6	.0015	35.5	7.6	13.6	17.7	32.8	1.3	11,458	2,898	517		130	1,147	411
Richland	20.2	.0085	29.9	19.0	14.3	13.8	28.8	6.8	85,258	15,775	4,200	8,231	6,863	20,645	1,511
Rolette	13.2	.0055	25.6	10.9	14.0	15.6	21.3	3.7	39,356	12,199	1,542	759	492	12,604	1,038

FARGO: Great Market in the Great Northern Tier

Seven ADIs stretch over the 1400 miles between Minneapolis and Spokane, and in all this territory, no other market rivals Fargo, N.D.

The Fargo ADI accounts for $3 of every $11 in retail sales in this Great Northern Tier. And from Minneapolis to Spokane, $1 in every $11 in retail sales is spent in the two-county Fargo/Moorhead metro area.

Daily and Sunday, The Forum newspaper delivers this vital market. The Forum reaches 3 in 5 homes in the metro area every day of the week, and 1 in 4 homes in the Fargo ADI daily and Sunday.



The Forum

For more information, contact Tim Larson, National Advertising Manager, (701) 235-7311
Represented nationally by Story & Kelly-Smith

N.D. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Sargent	5.4	.0023	33.2	9.1	15.1	16.1	31.2	2.0	11,770	2,751	1,453	865	185	1,668	289
Sheridan	2.9	.0012	39.2	7.7	11.8	18.5	36.7	1.0	3,988	537	226		178	1,213	121
Sioux	3.7	.0015	22.7	11.2	14.7	16.3	15.3	.9	5,446	1,612	348	743		92	
Slope	1.1	.0005	31.5	10.2	13.9	16.3	28.9	.4	1,367	92	782				
Stark	27.0	.0113	27.4	16.1	17.5	14.9	21.8	9.1	234,643	33,798	13,087	12,648	10,478	90,212	5,896
Steele	2.9	.0012	36.9	7.8	13.4	17.8	34.4	1.1	8,242	403	431	700		5,797	
Stutsman	25.0	.0105	32.0	12.2	16.8	16.6	28.3	9.0	152,560	26,209	13,248	7,586	6,402	45,002	4,058
Towner	4.2	.0018	38.1	8.7	12.6	15.3	37.9	1.6	18,066	3,383	1,377	195		7,764	909
Traill	9.8	.0041	35.2	12.7	12.7	14.8	35.5	3.4	34,423	4,160	3,354	323	702	15,691	1,719
Walsh	15.5	.0065	34.9	8.8	15.1	16.7	33.2	5.5	87,449	15,190	4,114	7,632	2,657	31,862	1,900
Ward	60.6	.0255	27.4	16.3	18.9	16.1	19.6	20.8	418,949	54,037	28,502	60,655	27,672	124,883	9,832
Wells	7.0	.0030	38.5	7.8	11.9	16.4	37.6	2.6	36,873	7,691	2,877	1,405	1,067	13,928	1,232
Williams	25.2	.0105	29.4	14.1	17.8	15.9	24.2	9.4	220,468	40,752	13,455	10,547	15,839	63,263	8,431
TOTAL METRO COUNTIES	**256.7**	**.1077**	**28.0**	**17.5**	**20.0**	**15.8**	**20.2**	**91.0**	**1,763,304**	**227,557**	**137,585**	**293,803**	**77,503**	**518,672**	**35,122**
TOTAL STATE	**692.4**	**.2905**	**30.1**	**13.8**	**17.1**	**15.9**	**25.6**	**243.2**	**4,008,505**	**634,395**	**297,050**	**431,716**	**170,139**	**1,208,021**	**103,128**

N.D.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group				Buying Power Index
			A	B	C	D	
BISMARCK	**1,061,428**	**29,998**	**18.4**	**28.0**	**22.9**	**18.1**	**.0415**
Burleigh	817,253	33,937	16.6	25.5	24.9	23.2	.0317
• Bismarck	690,893	34,393	16.4	25.1	25.1	23.9	.0280
Morton	244,175	23,439	22.8	33.7	18.1	6.4	.0098
SUBURBAN TOTAL	370,535	25,269	21.3	32.2	19.8	9.9	.0135
FARGO - MOORHEAD	**1,668,174**	**27,359**	**20.5**	**30.2**	**21.5**	**13.7**	**.0670**
Cass	1,221,263	30,083	18.7	28.4	23.7	17.0	.0489
• Fargo	870,703	29,264	19.8	27.7	23.1	16.6	.0380
Clay, Minn.	*446,911*	*22,961*	*24.3*	*34.2*	*16.7*	*6.7*	*.0181*
• *Moorhead*	*271,275*	*22,813*	*24.8*	*33.1*	*17.0*	*7.0*	*.0120*
SUBURBAN TOTAL	526,196	27,907	19.1	32.3	21.7	13.2	.0170
GRAND FORKS	**949,940**	**33,492**	**16.5**	**26.6**	**21.2**	**26.3**	**.0347**
Grand Forks	949,940	33,492	16.5	26.6	21.2	26.3	.0347
• Grand Forks	654,210	34,684	16.5	23.4	20.9	28.6	.0262
SUBURBAN TOTAL	295,730	31,556	16.2	33.8	21.9	21.1	.0085
OTHER COUNTIES							
Adams	31,135	21,714	22.5	33.9	14.2	6.4	.0014
Barnes	139,868	23,446	23.5	30.9	16.4	10.5	.0056
Benson	63,944	22,266	24.6	32.5	15.2	8.1	.0022
Billings	14,397	31,333	23.0	23.7	18.0	24.3	.0005
Bottineau	96,443	24,957	23.8	29.2	17.5	14.6	.0035
Bowman	52,395	27,536	21.2	25.8	19.2	19.3	.0020
Burke	38,433	23,903	23.6	28.0	18.6	11.9	.0012
Cavalier	70,578	24,615	23.9	31.0	17.0	11.2	.0025
Dickey	63,922	20,603	27.0	28.5	14.0	8.9	.0027
Divide	34,341	27,409	18.3	30.7	18.8	16.9	.0011
Dunn	40,668	20,522	31.7	27.0	14.7	9.8	.0015
Eddy	29,922	20,075	27.9	32.8	12.6	4.8	.0011
Emmons	41,123	16,633	27.9	26.4	8.6	5.6	.0018
Foster	49,714	25,778	25.5	33.8	14.7	13.8	.0022
Golden Valley	26,690	25,118	23.8	27.3	19.6	13.8	.0011
Grant	23,585	12,436	31.1	21.4	4.6	2.3	.0011
Griggs	38,166	24,027	23.0	30.9	19.3	10.0	.0012
Hettinger	33,469	18,600	31.4	29.6	9.7	6.5	.0015
Kidder	24,651	14,538	32.9	22.6	5.0	4.7	.0008
La Moure	57,708	21,590	25.6	31.6	14.7	8.2	.0022
Logan	23,686	15,878	32.0	24.4	8.7	5.0	.0010
McHenry	64,133	20,938	22.4	30.0	14.8	7.4	.0023
McIntosh	32,070	14,088	30.9	22.3	8.3	3.2	.0014
McKenzie	96,974	32,750	16.6	26.9	21.1	25.2	.0034
McLean	153,802	29,760	19.8	25.3	23.0	18.8	.0052
Mercer	180,614	34,484	14.3	24.8	27.0	22.1	.0059
Mountrail	84,551	26,286	22.0	28.7	19.2	15.0	.0030
Nelson	48,522	20,591	25.0	29.0	14.9	7.4	.0022
Oliver	20,308	24,062	23.1	32.5	20.1	5.6	.0007
Pembina	107,212	24,839	22.1	31.2	18.1	12.3	.0040
Pierce	47,311	19,302	31.5	28.8	12.5	6.9	.0023
Ramsey	150,573	26,875	21.1	29.0	20.4	14.8	.0063
Ransom	69,377	25,460	23.2	30.5	21.1	10.8	.0025
Renville	38,789	26,071	21.9	31.3	19.0	13.7	.0014
Richland	220,502	27,797	21.1	31.5	19.2	15.4	.0080
Rolette	97,714	21,174	25.6	26.5	16.0	9.9	.0039
Sargent	51,030	22,904	24.9	33.9	16.8	7.1	.0018
Sheridan	26,522	23,414	20.4	33.3	15.9	9.9	.0008
Sioux	19,397	17,526	29.3	27.2	11.6	5.4	.0008
Slope	7,978	17,100	29.8	26.2	10.3	5.5	.0002
Stark	316,664	31,191	16.6	27.2	21.8	21.6	.0139
Steele	29,286	23,806	21.7	33.5	14.6	11.5	.0009
Stutsman	272,437	26,316	19.7	30.9	20.2	13.4	.0110
Towner	42,481	23,657	21.9	31.3	17.9	9.0	.0016
Traill	100,996	25,921	21.0	31.2	19.0	12.9	.0036
Walsh	157,823	24,716	21.3	30.1	17.1	13.0	.0064
Ward	680,020	27,847	21.9	30.4	21.3	15.3	.0280
Wells	70,646	23,109	24.1	28.4	16.7	11.6	.0028
Williams	356,791	35,283	14.9	24.6	26.0	24.6	.0141
TOTAL METRO COUNTIES	**3,232,631**	**30,874**	**18.1**	**27.7**	**22.8**	**19.8**	**.1251**
TOTAL STATE	**7,771,992**	**27,398**	**20.6**	**28.5**	**20.2**	**16.1**	**.3017**

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

Copyright notice and rights of reproduction

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce all or any part of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

OHIO

OHIO
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
AKRON	**649.6**	**.2726**	**31.5**	**12.9**	**17.2**	**18.0**	**26.1**	**241.0**	**3,373,453**	**757,408**	**333,289**	**424,484**	**110,905**	**659,044**	**120,454**
Portage	139.4	.0585	28.1	17.2	18.0	18.2	19.4	47.6	518,603	121,050	50,727	41,852	10,591	130,574	14,702
• Kent	28.4	.0119	24.0	38.6	19.6	10.4	14.4	9.9	180,386	30,758	21,560	25,768	3,048	60,600	3,083
Summit	510.2	.2141	32.[illegible]	11.7	17.1	17.9	27.8	193.4	2,854,850	636,358	282,562	382,632	100,314	528,470	105,752
• Akron	225.2	.0945	32.0	13.2	17.3	15.0	29.7	90.2	1,331,873	260,003	136,697	252,201	48,929	229,971	47,817
• Barberton	28.2	.0118	32.7	11.9	16.7	15.3	30.9	11.1	127,844	31,944	14,457	16,371	1,927	24,918	6,079
Cuyahoga Falls	42.2	.0177	32.8	11.7	18.8	16.3	29.6	16.8	231,231	55,442	25,700	10,395	7,143	62,042	12,986
SUBURBAN TOTAL	367.8	.1544	32.0	10.7	17.0	20.6	24.3	129.8	1,733,350	434,703	160,575	130,144	57,001	343,555	63,475
CANTON	**407.7**	**.1711**	**32.4**	**10.9**	**16.9**	**18.3**	**27.3**	**147.3**	**2,069,983**	**478,300**	**185,610**	**259,153**	**80,496**	**418,171**	**67,759**
Carroll	27.3	.0114	31.3	10.1	17.0	16.0	25.6	9.4	78,786	16,236	4,285	6,952	1,912	26,278	750
Stark	[illegible]	.1597	32.5	11.0	16.7	18.4	27.4	137.9	1,991,197	462,064	181,325	252,201	78,584	391,893	67,009
• Canton	89.4	.0375	32.5	12.2	16.6	14.8	31.1	35.9	581,294	107,879	46,813	74,399	19,412	138,654	20,141
• Massillon	31.1	.0131	33.4	11.7	15.5	16.4	31.1	11.9	223,584	68,775	12,546	14,996	5,315	58,876	7,611
SUBURBAN TOTAL	287.2	.1205	32.2	10.4	17.0	19.7	25.7	99.5	1,265,105	301,646	126,251	169,758	55,769	220,641	40,007

Some of the smartest media buyers buy the Beacon Journal

Talk to somebody who really understands the Cleveland ADI, Jim Pockmire, Senior VP Media, Wyse Advertising, Cleveland:

"The Cleveland ADI is unusual because it consists of several sizeable cities — Cleveland, Lorain, Canton and Akron. The Cleveland television stations cover the ADI.

"But there's no single newspaper that blankets the area. If you're using newspapers, the typical approach of thinking in terms of one paper per market just won't work. While the Cleveland paper gets 35% coverage of the ADI, it's very lopsided coverage — it gets 62% of the Cleveland metropolitan area and only 5% of the balance of the ADI. By buying the Akron Beacon Journal, you pick up a substantial part of the balance, because it has 60% coverage daily and 77% on Sunday in the Akron MSA.* And you're not paying for duplication of readership, either."

Look At What You're Missing Without the Beacon Journal

There are 570,000 adults in the Akron Newspaper Designated Area. That's a lot of buying power. The Beacon Journal can deliver the Akron market with little or no duplication. Write us for details.

Akron Beacon Journal

44 East Exchange St. Akron, Ohio 44328

*ABC, 3/31/84

OHIO (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CINCINNATI	**1,403.5**	**.5891**	**31.1**	**12.1**	**17.2**	**17.9**	**25.4**	**519.0**	**7,814,994**	**1,620,362**	**800,798**	**1,258,367**	**345,145**	**1,488,904**	**304,627**
Clermont	137.8	.0579	28.9	11.5	18.7	19.5	19.1	47.3	592,060	133,936	37,760	106,976	24,477	141,700	15,694
Hamilton	853.5	.3582	31.9	12.4	16.9	17.4	27.3	328.8	5,323,919	1,024,125	574,760	865,078	254,446	1,072,142	200,414
• Cincinnati	368.1	.1545	31.3	14.9	18.1	14.2	29.1	157.4	2,124,612	382,982	269,641	313,309	85,554	425,649	90,157
Warren	104.7	.0439	29.9	11.9	18.5	20.6	19.9	35.1	367,901	98,529	37,584	51,768	12,049	47,714	16,159
Dearborn, Ind.	*37.0*	*.0155*	*31.4*	*9.8*	*16.3*	*18.9*	*25.2*	*12.6*	*133,314*	*33,877*	*9,964*	*12,886*	*4,860*	*26,368*	*9,340*
Boone, Ky.	*50.8*	*.0213*	*29.1*	*10.9*	*19.1*	*20.0*	*18.8*	*17.1*	*447,107*	*70,039*	*42,660*	*106,777*	*9,573*	*69,865*	*13,234*
Campbell, Ky.	*81.2*	*.0341*	*31.5*	*11.9*	*15.6*	*16.9*	*27.6*	*28.4*	*327,953*	*90,982*	*33,369*	*28,582*	*12,459*	*51,462*	*20,840*
Kenton, Ky.	*138.5*	*.0582*	*30.7*	*11.7*	*17.4*	*17.0*	*25.5*	*49.7*	*622,740*	*168,874*	*64,701*	*86,300*	*27,279*	*79,653*	*28,946*
Covington	*46.7*	*.0196*	*31.5*	*12.2*	*16.0*	*14.4*	*30.0*	*18.1*	*286,392*	*69,548*	*34,661*	*22,220*	*13,478*	*70,198*	*12,755*
SUBURBAN TOTAL	1,035.4	.4346	31.1	11.1	16.8	19.3	24.1	361.6	5,690,382	1,237,380	531,157	945,058	259,589	1,063,255	214,470
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1,675.4***	***.7033***	***30.9***	***12.5***	***17.2***	***18.1***	***24.9***	***614.9***	***8,895,774***	***1,887,954***	***906,589***	***1,335,523***	***380,096***	***1,736,844***	***345,221***
CLEVELAND	**1,859.1**	**.7803**	**33.2**	**11.1**	**16.6**	**18.3**	**28.7**	**707.0**	**10,695,324**	**2,236,298**	**985,155**	**1,520,798**	**511,607**	**2,034,665**	**505,226**
Cuyahoga	1,439.6	.6042	33.9	11.3	16.5	17.5	30.6	564.3	8,626,049	1,769,332	828,040	1,255,651	452,497	1,545,477	434,951
• Cleveland	541.3	.2272	32.0	12.6	16.1	15.7	29.5	214.7	2,350,865	557,579	294,616	295,278	120,449	305,732	164,250
Cleveland Heights	56.3	.0236	32.2	10.5	21.8	17.2	26.6	21.7	302,005	66,160	20,315	35,148	7,624	77,450	15,048
Euclid	57.1	.0240	38.0	11.0	17.0	15.6	37.7	25.3	325,433	55,177	23,408	44,793	25,231	85,078	11,141
Lakewood	59.7	.0251	33.0	11.8	20.5	15.8	30.1	27.1	252,540	59,280	27,669	4,846	4,601	95,323	12,676
Parma	91.0	.0382	36.1	11.4	15.4	17.3	34.0	34.2	607,119	124,044	50,209	128,420	23,434	121,981	14,256

CINCINNATI

A · MARKET · OF · OPPORTUNITY

Cincinnati has a large and diverse economic base, features a stable population base, has a competitive retail base and is relatively isolated from other major markets. Cincinnati is one of only twenty-two markets to be named a Consolidated Metropolitan Area.

The one million plus adults in the 8-county Cincinnati CMSA enjoy nearly $17 billion in effective buying income and generated more than $8 billion in retail sales.*

CINCINNATI NEWSPAPERS

Cincinnati daily newspapers deliver significant shares of most market segments. The Enquirer and The Post are particularly adept at reaching the adults who can and do buy more of everything.

Cincinnati CMSA Net Unduplicated Readers of The Daily Enquirer and The Daily Post**

	Average Issue Reach	Five Issue Reach
TOTAL ADULTS (1,226,700)	670,900 54.7%	924,800 75.4%
Household Income $35,000 or More (300,900)	183,000 60.8%	244,200 81.2%
College Graduates (223,100)	148,400 66.5%	191,900 86.0%
Professional, Technical Managerial, Administrative (234,800)	140,900 60.0%	183,800 78.3%

Sources *Sales and Marketing Management Survey of Buying Power 1984
**Cincinnati Prospectus 1984 85

The Enquirer and The Post are the media of opportunity in the market of opportunity. For more details, contact the newspapers or Gannett Media Sales.

The Enquirer and The Post / Gannett Media Sales
617 Vine Street, Cincinnati, Ohio 45202 (513)721-2700 / Sunday MAG/NET

OHIO (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Geauga	78.1	.0328	31.4	9.2	15.8	22.3	21.9	25.1	255,594	71,635	18,123	17,418	5,678	47,261	13,198
Lake	218.0	.0915	31.4	10.9	17.9	20.1	23.4	77.4	1,333,720	274,154	104,576	212,910	39,330	337,223	31,338
Mentor	43.4	.0182	30.8	9.4	19.0	22.3	19.7	14.7	502,443	68,081	34,596	133,434	21,162	99,599	9,302
Medina	123.4	.0518	30.0	9.7	18.4	21.7	19.2	40.2	479,961	121,177	34,416	34,819	14,102	104,704	25,739
SUBURBAN TOTAL	1,317.8	.5531	33.7	10.4	16.9	19.4	28.3	492.3	8,344,459	1,678,719	690,539	1,225,520	391,158	1,728,933	340,976
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***2,783.1***	***1.1681***	***32.4***	***11.6***	***16.8***	***18.2***	***27.5***	***1,043.2***	***15,240,320***	***3,276,571***	***1,412,575***	***2,107,012***	***662,176***	***2,955,441***	***673,986***
COLUMBUS	**1,281.2**	**.5379**	**30.3**	**13.9**	**18.8**	**18.6**	**22.5**	**483.9**	**7,263,121**	**1,451,236**	**716,689**	**965,994**	**366,315**	**1,589,744**	**222,147**
Delaware	58.9	.0247	30.6	12.5	17.2	20.6	21.9	20.0	198,679	44,776	15,971	9,623	3,203	54,148	6,814
Fairfield	100.7	.0423	31.8	9.4	16.7	21.1	23.4	34.9	363,430	94,442	34,824	33,703	14,094	75,632	10,862
• Lancaster	36.3	.0152	32.7	11.2	16.7	17.3	28.9	14.2	275,487	69,770	26,950	26,990	13,139	52,843	8,995
Franklin	886.0	.3719	29.8	15.1	19.6	17.8	22.1	346.7	5,811,882	1,106,484	569,029	836,370	313,882	1,281,183	172,752
• Columbus	564.1	.2367	28.9	17.5	20.9	15.7	21.6	228.3	3,822,662	639,589	416,226	599,179	227,231	814,254	104,309
Licking	125.0	.0525	31.6	11.7	16.4	20.1	24.4	45.6	499,630	112,687	47,136	53,900	26,136	94,870	16,449
• Newark	41.5	.0174	32.7	12.0	16.9	16.4	29.7	17.0	294,595	80,796	23,908	48,101	8,287	46,449	11,233
Madison	34.4	.0144	30.7	11.5	19.6	18.9	22.7	11.4	129,165	30,180	9,923	9,318	2,580	32,611	5,517
Pickaway	44.7	.0188	31.7	11.0	17.0	21.3	23.1	14.6	174,276	41,222	13,835	10,572	4,823	33,276	6,985
Union	31.5	.0133	31.5	10.7	17.1	19.6	24.4	10.7	86,059	21,445	5,971	12,508	1,597	18,024	2,768
SUBURBAN TOTAL	639.3	.2686	31.4	10.9	17.2	21.4	22.4	224.4	2,870,377	661,081	249,605	291,724	117,658	676,198	97,610
DAYTON - SPRINGFIELD	**926.9**	**.3890**	**31.7**	**11.9**	**17.2**	**19.3**	**25.0**	**351.6**	**4,912,873**	**1,027,433**	**462,196**	**693,545**	**232,891**	**999,252**	**148,890**
Clark	145.7	.0611	32.1	11.5	16.1	18.4	26.9	54.2	642,244	142,856	55,066	111,612	19,579	120,941	21,443
• Springfield	69.1	.0290	31.6	13.5	16.1	14.8	29.7	27.4	357,212	82,857	40,606	33,840	13,817	71,519	15,572
Greene	130.1	.0546	30.1	14.0	17.6	21.2	20.1	45.2	544,710	121,378	40,859	39,856	10,325	185,177	12,323
Miami	91.0	.0382	32.4	10.1	16.3	20.2	25.6	33.3	412,823	89,411	25,715	42,661	12,096	87,649	11,924
Montgomery	560.1	.2351	31.9	11.9	17.5	19.0	25.5	218.9	3,313,096	673,788	340,556	499,416	190,891	605,485	103,200
• Dayton	179.8	.0755	31.0	14.6	16.9	15.1	28.2	76.3	1,030,864	171,521	102,869	131,216	63,409	230,678	34,091
Kettering	59.7	.0251	35.6	10.9	16.2	19.1	31.7	25.0	349,888	101,924	38,407	43,653	15,322	31,474	14,570
SUBURBAN TOTAL	678.0	.2845	31.9	11.1	17.3	20.9	23.7	247.9	3,524,797	773,055	318,721	528,489	155,665	697,055	97,227
HAMILTON - MIDDLETOWN	**271.9**	**.1142**	**29.8**	**14.9**	**16.9**	**18.8**	**22.4**	**95.9**	**1,080,780**	**267,592**	**105,791**	**127,156**	**34,953**	**247,940**	**40,594**
Butler	271.9	.1142	29.8	14.9	16.9	18.8	22.4	95.9	1,080,780	267,592	105,791	127,156	34,953	247,940	40,594
• Hamilton	63.9	.0268	31.5	12.3	16.6	15.7	28.5	25.0	336,667	94,429	37,459	45,391	16,008	45,012	14,576
• Middletown	44.0	.0185	32.8	11.7	16.1	16.8	29.6	17.7	246,220	60,255	24,641	52,722	9,355	37,677	7,724
SUBURBAN TOTAL	164.0	.0689	28.4	16.7	17.3	20.5	18.1	53.2	497,893	112,908	43,691	29,043	9,590	165,251	18,294
LIMA	**157.9**	**.0663**	**31.1**	**11.3**	**16.4**	**16.9**	**26.7**	**56.3**	**853,064**	**166,548**	**74,545**	**149,086**	**26,796**	**161,261**	**27,338**
Allen	113.9	.0478	31.1	11.5	16.5	17.0	26.6	40.8	675,820	125,054	58,704	135,433	21,289	128,549	21,135
• Lima	48.0	.0201	30.2	12.3	16.6	14.2	27.8	18.2	248,331	64,981	16,460	15,266	8,337	51,079	14,221
Auglaize	44.0	.0185	31.2	10.8	16.5	16.7	26.9	15.5	177,244	41,494	15,841	13,653	7,507	32,712	6,203
SUBURBAN TOTAL	109.9	.0462	31.5	10.9	16.3	18.1	26.2	38.1	604,733	101,567	58,085	133,820	20,459	110,182	13,117
LORAIN - ELYRIA	**274.4**	**.1152**	**29.8**	**11.9**	**17.3**	**18.4**	**22.5**	**95.2**	**1,171,543**	**282,865**	**94,131**	**161,730**	**39,664**	**261,732**	**48,306**
Lorain	274.4	.1152	29.8	11.9	17.3	18.4	22.5	95.2	1,171,543	282,865	94,131	161,730	39,664	261,732	48,306
• Elyria	57.9	.0243	29.3	12.9	18.6	16.6	22.9	21.8	364,231	53,079	26,794	105,327	16,735	63,858	13,450
• Lorain	73.4	.0308	30.0	12.1	16.6	16.0	25.7	26.6	272,574	74,199	23,633	30,712	9,652	55,559	14,426
SUBURBAN TOTAL	143.1	.0601	29.8	11.4	17.2	20.3	20.7	46.8	534,738	155,587	43,704	25,691	13,277	142,315	20,430
MANSFIELD	**130.2**	**.0546**	**31.7**	**11.4**	**16.8**	**19.2**	**25.3**	**48.1**	**718,201**	**130,646**	**57,046**	**135,345**	**21,117**	**151,718**	**20,481**
Richland	130.2	.0546	31.7	11.4	16.8	19.2	25.3	48.1	718,201	130,646	57,046	135,345	21,117	151,718	20,481
• Mansfield	52.2	.0219	31.8	13.7	17.0	15.6	29.0	20.9	420,135	75,018	35,327	56,500	15,434	113,776	12,053
SUBURBAN TOTAL	78.0	.0327	31.7	9.9	16.4	21.6	23.0	27.2	298,066	55,628	21,719	78,845	5,683	37,942	8,428
PARKERSBURG - MARIETTA	**159.0**	**.0667**	**32.2**	**11.1**	**16.4**	**18.9**	**26.6**	**58.6**	**847,806**	**170,259**	**69,568**	**134,384**	**35,396**	**187,692**	**35,651**
Washington	66.1	.0277	31.6	11.8	16.2	18.7	25.8	23.5	304,559	67,626	26,830	31,158	11,343	56,909	20,331
• Marietta	16.8	.0071	32.1	17.0	15.4	14.9	30.6	6.5	180,923	36,933	20,098	26,838	7,089	24,020	16,298

there's something you oughta know . . .

you're only **HALF COVERED**

in Ohio's 9th Largest S.M.S.A.

LORAIN-ELYRIA

Unless your schedule includes the

Elyria Chronicle-Telegram

just ask **Branham** for details

OHIO (cont.) S&MM ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Wood, W. Va.	*92.9*	*.0390*	*32.7*	*10.6*	*16.5*	*19.1*	*27.1*	*35.1*	*543,247*	*102,633*	*42,738*	*103,226*	*24,053*	*130,783*	*15,320*
• *Parkersburg*	*39.3*	*.0165*	*35.3*	*10.6*	*15.2*	*16.6*	*33.9*	*16.4*	*373,808*	*81,875*	*30,522*	*56,211*	*12,838*	*105,606*	*12,931*
SUBURBAN TOTAL	102.9	.0431	31.2	10.3	16.9	20.5	23.1	35.7	293,075	51,451	18,948	51,335	15,469	58,066	6,422
STEUBENVILLE - WEIRTON	**156.4**	**.0657**	**33.5**	**11.1**	**15.8**	**17.8**	**29.8**	**57.7**	**624,683**	**172,327**	**51,332**	**80,273**	**22,822**	**114,145**	**25,530**
Jefferson	87.3	.0366	34.1	10.7	15.5	17.5	31.1	32.5	369,612	88,965	23,963	56,332	13,712	76,702	13,348
• Steubenville	24.1	.0101	38.2	11.8	14.0	15.1	38.2	9.6	205,447	33,544	13,792	43,939	9,934	38,701	9,948
Brooke, W. Va.	*29.8*	*.0126*	*32.4*	*12.7*	*15.9*	*18.0*	*27.9*	*10.6*	*93,499*	*27,709*	*11,143*	*6,763*	*4,891*	*13,552*	*4,579*
Hancock, W. Va.	*39.3*	*.0165*	*33.0*	*10.8*	*16.2*	*18.1*	*28.7*	*14.6*	*161,572*	*55,653*	*16,226*	*17,178*	*4,219*	*23,891*	*7,603*
• *Weirton*	*23.6*	*.0099*	*35.8*	*11.2*	*15.1*	*17.7*	*33.2*	*9.2*	*152,655*	*44,034*	*16,030*	*18,617*	*4,379*	*27,085*	*7,102*
SUBURBAN TOTAL	108.7	.0457	32.3	11.0	16.2	18.3	27.3	38.9	266,581	94,749	21,510	17,717	8,509	48,359	8,480
TOLEDO	**618.4**	**.2595**	**30.5**	**13.7**	**17.2**	**16.7**	**25.6**	**229.0**	**3,901,290**	**786,774**	**379,316**	**654,599**	**166,660**	**773,553**	**160,924**
Fulton	39.5	.0166	30.2	10.6	16.9	18.0	24.0	13.6	177,387	38,921	9,479	11,117	10,469	52,813	7,305
Lucas	464.5	.1949	31.3	12.2	17.3	16.6	26.9	176.6	3,106,469	614,168	313,101	561,609	126,095	618,740	126,452
• Toledo	343.7	.1442	31.2	12.8	17.4	15.4	28.0	134.3	2,113,952	455,139	238,504	459,209	73,771	221,766	100,258
Wood	114.4	.0480	27.4	20.8	17.1	16.3	20.8	38.8	617,434	133,685	56,736	81,873	30,096	102,000	27,167
• Bowling Green	25.7	.0108	23.0	52.3	13.4	9.4	12.4	7.3	173,575	36,816	18,540	19,565	5,871	38,167	6,881
SUBURBAN TOTAL	249.0	.1045	30.8	11.0	17.4	19.2	23.5	87.4	1,613,763	294,819	122,272	175,825	87,018	513,620	53,785
YOUNGSTOWN - WARREN	**518.5**	**.2176**	**33.0**	**11.0**	**16.3**	**17.8**	**28.9**	**190.7**	**2,538,727**	**537,095**	**218,219**	**413,739**	**105,369**	**455,485**	**89,657**
Mahoning	278.2	.1168	33.6	11.2	15.8	17.0	30.8	103.0	1,408,264	310,974	113,871	217,742	66,232	249,376	51,351
• Youngstown	107.2	.0450	33.5	12.2	15.3	14.2	33.5	40.7	503,085	143,503	37,228	33,769	14,768	114,404	24,017
Trumbull	240.3	.1008	32.3	10.7	16.7	18.7	26.8	87.7	1,130,463	226,121	104,348	195,997	39,137	206,109	38,306
• Warren	54.2	.0227	32.8	11.6	15.8	16.1	30.4	21.2	366,012	84,011	39,815	13,348	16,037	110,085	16,353
SUBURBAN TOTAL	357.1	.1499	32.9	10.5	16.5	19.1	27.4	128.8	1,669,630	309,581	141,176	366,622	74,564	230,996	49,287
OTHER COUNTIES															
Adams	25.9	.0109	31.3	10.5	14.5	17.5	27.2	9.0	67,093	16,102	2,671	4,766	1,228	22,248	3,419
Ashland	46.8	.0197	31.5	12.6	15.5	18.2	26.5	16.5	190,827	50,308	17,579	12,379	6,511	45,231	6,834
Ashtabula	104.4	.0438	32.0	10.2	16.1	17.6	27.5	37.2	462,003	123,961	34,609	55,624	12,204	98,751	13,195
Athens	55.9	.0234	26.5	25.5	16.3	14.7	21.5	18.8	220,448	55,376	21,076	21,037	9,135	39,320	5,537
☐ Belmont	82.5	.0346	34.1	10.3	16.0	16.6	31.9	31.6	450,351	102,068	29,554	119,702	13,304	59,809	14,349
Brown	33.9	.0142	31.2	10.2	15.4	18.0	26.2	11.8	67,698	24,648	6,420	1,385	1,028	9,323	2,084
Champaign	34.7	.0146	32.2	10.5	16.0	19.1	26.4	12.6	109,188	38,774	6,305	6,541	2,786	16,193	4,466
Clinton	35.6	.0149	31.3	11.9	16.2	17.8	26.2	13.1	159,812	41,886	10,696	7,700	5,744	44,067	5,013
Columbiana	113.0	.0474	32.5	10.5	16.1	17.7	28.3	41.3	456,175	125,049	29,789	43,560	15,411	109,331	15,259
Coshocton	36.9	.0155	33.0	9.9	15.6	18.3	28.7	13.7	120,909	35,473	10,586	11,777	3,771	16,503	5,185
Crawford	49.3	.0207	32.5	10.5	15.9	18.7	27.3	18.3	167,699	46,208	14,791	12,452	4,668	30,584	8,320
Darke	56.6	.0237	31.7	10.3	15.8	17.9	26.8	20.1	197,021	42,761	14,968	14,747	5,334	57,269	5,885

TOLEDO
MSA
ADI

CUME
The Blade coverage of MSA adults

1 daily issue	67%
5 daily issues	86%
1 Sun. issue	82%
4 Sun. issues	92%

Source: Belden CMS 1984

TEST
A recommended test market

- S&MM Standard Markets
- Audits & Surveys
- Market Audits

Toledo qualifications: geographic isolation, minimum media spill-in, favorable demographics, single newspaper penetration . . . Call for test-market brochure.

BELDEN
New Belden CMS market/readership

MSA and ADI sections on demographics and Blade readership; leisure activities, travel, media, store traffic and more; photo section on market development.

Also available: Fortune 500 corporate headquarters folder, shopping-center guide, census tract map. Additional Belden data on request.

THE BLADE
One Of America's Great Newspapers
541 Superior St., Toledo, Ohio 43660

1835 THE BLADE 1985
150 YEARS
TOLEDO OHIO

Call collect:
419/245-6400
General Ad Dept.
Les Roby, Manager

sau™
newsplan
DISCOUNTS FOR CONTINUITY

OHIO (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Defiance	40.4	.0170	29.2	12.3	16.8	17.8	22.5	13.8	173,137	39,999	11,712	19,254	6,170	36,977	5,609
Erie	81.0	.0340	31.9	10.9	16.4	18.6	26.4	29.4	421,587	78,930	43,464	74,170	15,017	83,254	13,034
Fayette	27.6	.0115	32.5	10.2	16.3	18.3	27.6	10.0	124,000	31,575	10,657	8,344	2,563	14,844	5,140
Gallia	30.9	.0129	31.8	12.1	16.1	19.0	25.9	10.8	143,213	32,804	11,715	15,460	6,584	27,163	5,858
Guernsey	43.4	.0182	32.7	10.3	15.9	17.2	29.2	15.7	166,855	39,853	18,950	22,442	5,495	24,705	3,970
Hancock	64.9	.0273	31.3	11.6	16.7	18.2	25.6	24.4	313,655	63,585	30,792	42,876	11,600	79,058	10,428
Hardin	32.7	.0137	29.9	15.7	15.6	16.6	25.4	11.7	97,666	33,477	8,772	7,807	3,604	13,724	4,814
Harrison	17.6	.0074	33.3	9.8	15.5	16.8	30.7	6.3	38,816	12,630	1,843	681	1,141	12,661	1,415
Henry	28.5	.0119	31.4	11.1	15.8	17.5	26.8	10.2	122,120	27,985	7,597	9,175	3,667	28,444	5,018
Highland	35.4	.0149	33.3	9.8	14.7	17.6	29.9	13.1	115,203	37,279	3,752	8,744	3,033	21,137	7,992
Hocking	25.5	.0107	32.1	10.7	15.7	18.6	26.8	9.6	84,053	19,276	5,021	8,698	1,346	16,876	3,114
Holmes	31.3	.0131	27.2	11.0	15.6	16.0	21.8	8.8	83,991	18,267	6,065	2,397	3,817	15,529	1,313
Huron	56.2	.0236	30.3	10.9	16.7	17.8	24.4	20.0	220,073	51,772	18,482	20,879	9,527	58,147	9,815
Jackson	31.2	.0131	32.2	10.4	15.5	17.3	28.4	11.2	104,740	23,948	7,215	10,685	2,980	18,547	9,100
Knox	47.6	.0200	32.0	13.8	15.2	18.1	27.4	17.1	172,785	46,731	14,730	19,166	4,819	35,986	7,556
☐ Lawrence	65.1	.0273	32.0	10.1	15.8	18.8	26.4	23.5	166,421	47,658	12,503	14,120	9,116	24,079	11,369
Logan	40.5	.0170	32.7	9.9	15.9	16.9	29.4	15.1	134,929	31,741	9,667	9,880	3,621	31,021	6,576
Marion	67.0	.0281	31.2	11.0	18.2	18.8	24.2	24.1	299,410	64,754	24,229	51,801	9,655	61,729	9,014
Meigs	24.1	.0101	32.7	9.9	15.9	17.7	28.6	8.8	65,562	20,301	3,767	3,057	5,355	11,452	3,949
Mercer	39.1	.0164	29.5	11.7	15.8	15.8	25.6	12.9	130,182	31,169	11,896	17,058	4,777	24,489	4,313
Monroe	17.1	.0072	32.4	10.1	15.9	18.0	27.8	6.3	42,264	15,321	1,295	2,724	701	10,638	1,795
Morgan	14.6	.0061	32.8	9.4	15.0	17.0	29.7	5.2	31,810	10,080	2,114	1,226	1,258	6,948	1,481
Morrow	27.9	.0117	30.7	9.9	16.3	20.0	23.1	9.7	54,805	14,420	4,599	2,541	936	10,266	1,608
Muskingum	84.5	.0355	31.7	11.5	15.6	17.6	27.3	31.2	391,658	87,319	35,556	57,151	12,885	74,636	13,556
Noble	11.5	.0048	32.4	10.4	15.0	16.2	29.9	4.2	38,133	9,858	1,631	517	1,403	13,049	1,231
Ottawa	40.6	.0170	33.3	10.0	15.4	18.5	28.9	14.9	208,263	46,128	29,516	7,802	4,872	46,733	5,296
Paulding	21.6	.0091	29.3	11.1	16.5	17.9	22.8	7.3	42,604	11,916	3,039	441	3,178	10,968	2,066
Perry	32.7	.0137	30.4	11.0	15.7	16.7	26.2	11.4	64,547	21,896	4,261	4,058	1,161	15,140	2,337
Pike	24.5	.0103	31.8	10.4	15.1	18.1	27.0	8.7	85,899	22,794	6,176	4,322	1,943	15,348	5,119
Preble	39.7	.0166	32.0	10.1	16.4	19.3	25.7	14.1	90,677	27,527	9,760	1,463	1,529	13,195	3,414
Putnam	33.5	.0141	28.5	12.3	15.4	16.0	24.0	10.8	99,230	27,608	9,264	1,412	3,266	24,145	5,976
Ross	67.0	.0281	32.9	10.5	16.3	19.7	26.9	23.6	251,256	59,260	22,588	43,524	9,079	37,149	9,760
Sandusky	64.6	.0272	30.7	11.2	16.3	17.5	25.4	23.1	285,969	76,654	22,393	20,097	9,844	63,376	12,241
Scioto	86.3	.0362	32.6	10.4	15.7	17.4	28.8	31.0	378,836	83,533	30,425	59,894	18,139	79,785	10,476
Seneca	61.9	.0259	30.3	12.1	16.2	16.6	25.8	21.4	240,782	60,741	18,543	20,656	10,098	31,386	9,928
Shelby	44.5	.0187	29.8	11.1	16.8	17.5	23.7	15.2	137,015	39,636	14,658	9,128	3,536	26,692	5,122
Tuscarawas	86.5	.0363	33.0	10.6	16.2	17.8	28.9	32.6	382,622	83,556	29,279	42,718	17,030	88,311	12,484
Van Wert	30.8	.0129	32.5	10.5	16.2	17.0	28.9	11.3	105,804	25,302	8,344	6,821	1,950	31,634	4,699
Vinton	12.3	.0052	31.1	10.8	15.7	17.2	26.7	4.3	16,838	4,400	1,028	368	573	3,454	575
Wayne	101.1	.0425	30.0	12.7	17.5	18.3	22.9	34.6	401,484	103,978	29,361	37,442	15,150	102,082	10,360
Williams	37.2	.0156	31.5	11.0	16.2	17.9	26.4	13.6	148,116	35,172	12,336	12,154	1,717	26,605	5,261
Wyandot	22.7	.0095	32.2	11.0	15.2	17.6	28.1	8.0	84,509	17,773	7,705	3,699	4,281	19,817	2,837
TOTAL METRO COUNTIES	**8,492.8**	**3.5645**	**31.6**	**12.2**	**17.2**	**18.2**	**26.0**	**3,168.3**	**46,153,182**	**9,685,102**	**4,354,941**	**6,750,763**	**2,037,220**	**9,231,620**	**1,743,430**
TOTAL STATE	**10,813.8**	**4.5384**	**31.6**	**12.0**	**16.9**	**18.1**	**26.1**	**3,996.2**	**54,967,153**	**11,876,596**	**5,083,628**	**7,635,463**	**2,334,340**	**11,087,540**	**2,064,287**

Trumbull
Mercer
Cleveland
70 mi.
Youngstown, Ohio
49 mi.
Akron
Lawrence
Columbiana
70 mi.
Pittsburgh

Cover the Big 5 County Market Betweeen Pittsburgh and Cleveland with . . .

THE HOMETOWN CONNECTION

- More Consumers than the Metro area.
- More Consumers than TV's A.D.I.
- A retail market worth almost 4 billion

	METRO AREA (Mahoning and Trumbull Counties)	TV-A.D.I. (Mahoning, Trumbull and Mercer Counties)	NEWSPAPER PRI. MKT. (Mahoning, Trumbull, Columbiana, Mercer and Lawrence Co.)
Population	518,500	647,200	886,300
Households	190,700	237,500	317,600
EBI	5,434,756	6,644,976	8,866,847
Retail Sales	2,538,727	3,095,385	3,961,490
Food Sales	537,095	659,438	899,057
Gen. Mdse. Sales	413,739	492,603	581,041
Automotive Sales	455,485	586,026	773,463

Source: 1985 Sales Management Survey of Buying Power.

Anytime you are advertising in Eastern Ohio or Western Pennsylvania, make The Vindicator a must! It measures up in household coverage, higher quality households and is an important contributor to the economy of this region and the nation.

Daily 100,821
Sunday 153,575
ABC Audit Report
Dec. 31, 1984

The Vindicator Youngstown, Ohio

Represented by STORY and KELLY-SMITH, Inc.

What kinds of stores are 'Furniture/Furnish./Appliance'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

OHIO

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
AKRON	**6,8[illegible],099**	**26,831**	**20.7**	**32.6**	**20.1**	**10.5**	**.2659**
Portage	1,429,009	27,623	18.9	34.6	21.6	11.2	.0514
• Kent	256,928	21,004	24.1	29.3	16.3	6.7	.0115
Summit	5,451,090	25,602	21.2	32.1	19.7	10.4	.2145
• Akron	2,155,881	20,699	25.1	31.0	14.2	6.4	.0916
• Barberton	257,901	20,681	27.3	32.2	13.8	5.7	.0103
Cuyahoga Falls	472,618	26,934	20.8	37.2	22.0	7.8	.0181
SUBURBAN TOTAL	4,209,389	30,445	17.0	33.9	25.0	14.2	.1525
CANTON	**4,061,216**	**25,812**	**20.9**	**34.8**	**20.0**	**8.4**	**.1610**
Carroll	232,268	23,042	24.4	36.6	15.6	5.7	.0087
Stark	3,828,948	26,013	20.7	34.7	20.3	8.6	.1523
• Canton	818,194	19,793	25.3	31.2	12.5	5.9	.0368
• Massillon	289,534	21,961	25.2	31.8	17.2	5.7	.0134
SUBURBAN TOTAL	2,953,488	28,252	18.8	36.5	23.1	9.6	.1108
CINCINNATI	**15,554,288**	**26,864**	**19.7**	**30.4**	**21.0**	**12.8**	**.6087**
Clermont	1,330,739	27,038	19.4	37.6	22.4	7.7	.0512
Hamilton	9,943,997	26,255	19.9	28.8	19.7	14.1	.3878
• Cincinnati	3,823,766	19,752	24.8	28.1	13.4	7.9	.1543
Warren	1,166,282	31,736	16.3	31.2	27.6	14.9	.0399
Dearborn, Ind.	*340,779*	*25,641*	*20.8*	*34.9*	*19.5*	*8.3*	*.0128*
Boone, Ky.	*514,584*	*28,812*	*18.0*	*35.6*	*25.7*	*9.3*	*.0247*
Campbell, Ky.	*837,194*	*27,142*	*20.3*	*30.0*	*22.7*	*11.9*	*.0[illegible]07*
Kenton, Ky.	*1,420,713*	*26,202*	*21.1*	*31.2*	*20.9*	*10.8*	*.0536*
Covington	*402,061*	*18,711*	*27.0*	*28.3*	*13.1*	*5.6*	*.0184*
SUBURBAN TOTAL	11,730,522	29,995	17.5	31.6	24.3	14.9	.4464
CINCINNATI - HAMILTON CONSOLIDATED AREA	***18,328,764***	***26,899***	***19.7***	***30.7***	***21.1***	***12.5***	***.7024***
CLEVELAND	**21,010,803**	**26,917**	**19.2**	**30.4**	**20.7**	**12.9**	**.8111**
Cuyahoga	16,219,967	25,468	20.1	29.7	19.1	12.3	.6350
• Cleveland	4,517,404	17,863	23.9	27.9	12.6	4.7	.1875
Cleveland Heights	724,201	29,376	18.1	30.5	21.5	17.7	.0258
Euclid	709,044	25,638	21.7	32.4	20.0	10.4	.0261
Lakewood	756,172	24,473	24.7	33.2	17.3	10.4	.0255
Parma	1,078,455	30,223	18.3	34.7	25.3	13.0	.0426
Geauga	919,888	33,426	14.0	31.2	26.6	20.0	.0303
Lake	2,536,568	31,144	16.5	34.2	26.2	14.3	.0984
Mentor	540,482	34,819	11.1	33.7	29.8	19.8	.0258
Medina	1,334,380	31,785	15.3	34.2	27.0	14.7	.0474
SUBURBAN TOTAL	16,491,399	30,700	17.2	31.5	24.2	16.5	.6236
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***30,754,729***	***26,908***	***19.4***	***31.3***	***20.8***	***12.2***	***1.1828***
COLUMBUS	**13,826,530**	**25,405**	**21.8**	**32.1**	**19.4**	**10.7**	**.5438**
Delaware	644,818	29,628	18.4	32.4	23.8	14.3	.0221
Fairfield	960,191	25,501	22.2	35.6	19.6	7.9	.0355
• Lancaster	350,249	21,485	26.2	34.8	13.4	5.7	.0162
Franklin	9,961,773	25,227	21.8	31.4	19.2	11.2	.4022
• Columbus	5,792,239	22,104	24.5	31.1	16.4	7.6	.2482
Licking	1,297,153	26,198	21.5	32.7	21.3	9.4	.0472
• Newark	427,528	21,917	25.2	31.9	15.6	7.1	.0186
Madison	272,524	21,979	27.1	36.4	13.6	5.0	.0111
Pickaway	396,213	24,582	22.7	35.6	18.4	7.7	.0154
Union	293,858	25,233	20.5	36.4	18.6	9.4	.0100
SUBURBAN TOTAL	7,256,514	29,453	18.5	33.1	23.2	14.3	.2608
DAYTON - SPRINGFIELD	**10,244,921**	**26,293**	**20.7**	**31.5**	**20.6**	**11.6**	**.3901**
Clark	1,484,732	25,101	21.2	33.0	19.5	8.8	.0558
• Springfield	655,700	20,601	24.2	31.0	14.2	6.1	.0268
Greene	1,518,717	31,152	16.3	29.7	24.7	17.7	.0529
Miami	951,438	26,367	21.1	34.1	21.2	9.7	.0357
Montgomery	6,290,034	25,637	21.4	31.1	19.9	11.3	.2457
• Dayton	1,636,974	18,066	26.6	28.5	12.4	4.3	.0707
Kettering	831,117	29,630	21.0	30.2	23.3	16.1	.0292
SUBURBAN TOTAL	7,952,247	29,521	18.5	32.5	23.9	14.4	.2926
HAMILTON - MIDDLETOWN	**2,774,476**	**27,074**	**19.4**	**32.2**	**22.0**	**10.6**	**.1017**
Butler	2,774,476	27,074	19.4	32.2	22.0	10.6	.1017
• Hamilton	596,130	21,371	24.0	32.4	14.1	6.5	.0247
• Middletown	457,907	23,080	22.0	30.2	17.6	8.8	.0183
SUBURBAN TOTAL	1,720,439	30,974	16.4	32.8	27.1	13.1	.0587
LIMA	**1,495,867**	**24,373**	**23.0**	**34.5**	**18.4**	**7.6**	**.0630**
Allen	1,101,357	24,648	22.1	33.1	19.1	8.4	.0465
• Lima	419,162	20,289	25.3	30.9	14.5	5.2	.0179
Auglaize	394,510	23,793	25.1	38.4	16.5	5.6	.0155
SUBURBAN TOTAL	1,076,705	26,195	21.9	36.2	20.3	8.8	.0441
LORAIN - ELYRIA	**2,863,827**	**28,937**	**17.0**	**33.9**	**24.0**	**11.5**	**.1058**
Lorain	2,863,827	28,937	17.0	33.9	24.0	11.5	.1058
• Elyria	604,209	26,088	19.8	35.1	20.4	9.1	.0250
• Lorain	725,683	25,944	19.0	31.3	21.1	9.4	.0266
SUBURBAN TOTAL	1,533,935	31,610	14.5	34.8	27.3	13.8	.0542
MANSFIELD	**1,281,602**	**24,408**	**23.4**	**34.8**	**18.5**	**7.2**	**.0524**
Richland	1,281,602	24,408	23.4	34.8	18.5	7.2	.0524
• Mansfield	496,834	19,936	27.8	30.7	13.3	5.8	.0237
SUBURBAN TOTAL	784,768	27,684	20.1	38.0	22.4	8.2	.0287
PARKERSBURG - MARIETTA	**1,491,970**	**23,095**	**23.7**	**34.4**	**16.7**	**6.6**	**.0619**
Washington	589,859	22,732	24.5	35.3	16.3	5.7	.0240
• Marietta	150,581	19,264	28.5	30.4	11.7	5.9	.0085
Wood, W. Va.	*902,111*	*23,376*	*23.2*	*33.6*	*17.0*	*7.3*	*.0379*
• Parkersburg	*377,253*	*19,857*	*26.3*	*31.1*	*12.8*	*5.8*	*.0193*
SUBURBAN TOTAL	964,136	25,160	21.6	36.5	19.4	7.2	.0341
STEUBENVILLE - WEIRTON	**1,461,523**	**24,083**	**21.7**	**34.2**	**18.5**	**6.0**	**.0557**
Jefferson	823,429	23,706	21.7	32.9	18.4	6.5	.0318
• Steubenville	237,411	20,667	22.3	27.0	16.4	6.0	.0114
Brooke, W. Va.	*262,107*	*24,234*	*22.6*	*37.7*	*17.1*	*4.5*	*.0096*
Hancock, W. Va.	*375,987*	*24,743*	*20.9*	*34.8*	*19.8*	*6.0*	*.0143*
• Weirton	*249,297*	*26,323*	*19.6*	*33.4*	*21.6*	*7.9*	*.0104*
SUBURBAN TOTAL	974,815	24,346	22.1	36.2	18.3	5.1	.0339
TOLEDO	**6,563,002**	**25,762**	**20.7**	**30.7**	**20.2**	**11.0**	**.2694**
Fulton	405,586	27,817	19.1	33.7	22.4	11.4	.0152

BUY THE GROUP...
SAVE 21%!

IS YOUR CLEVELAND ADI BUY COMPLETE?

For balanced coverage and minimum duplication within the Cleveland ADI at lower cost your best buy is A.D.I.5— A.D.I. BUY CLEVELAND (Horvitz Group plus Elyria Chronicle) Journal, and the Canton Repository.

Horvitz

THE JOURNAL
LORAIN
NEWS JOURNAL
MANSFIELD
NEWS HERALD
LAKE COUNTY
TIMES REPORTER
DOVER NEW PHILA.

Horvitz NEWSPAPERS, INC. OHIO

5533 Canal Road,
Valley View, Ohio 44125
Phone (216)524-0900

ABC

sau Represented by Branham Newspaper Sales

● Now you can increase your reach even further by adding the Elyria Chronicle-Telegram.

LAKE COUNTY
LORAIN
ELYRIA
Cleveland
MANSFIELD
DOVER NEW-PHILADELPHIA

OHIO (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Lucas	4,993,609	25,336	20.9	30.1	19.8	10.9	.2078
• Toledo	3,486,574	23,221	22.3	30.1	18.1	8.6	.1454
Wood	1,163,807	26,763	20.3	32.5	21.4	11.3	.0464
• Bowling Green	204,252	19,819	26.9	25.7	15.1	8.7	.0101
SUBURBAN TOTAL	2,872,176	29,861	17.8	32.0	24.0	14.9	.1139
YOUNGSTOWN - WARREN	**5,434,756**	**26,195**	**19.8**	**32.2**	**19.9**	**11.1**	**.2079**
Mahoning	2,552,670	23,093	22.0	35.1	16.0	6.3	.1055
• Youngstown	849,699	18,001	25.2	29.9	11.4	4.1	.0371
Trumbull	2,881,886	30,682	17.1	28.8	24.5	16.8	.1024
• Warren	622,956	26,282	19.0	27.2	20.6	13.4	.0251
SUBURBAN TOTAL	3,962,101	28,627	18.2	33.6	22.5	13.0	.1457
OTHER COUNTIES							
Adams	157,883	14,368	29.5	25.4	7.8	2.1	.0060
Ashland	431,505	23,901	24.6	36.3	17.0	6.7	.0169
Ashtabula	1,016,789	25,514	21.7	33.9	20.7	8.0	.0390
Athens	485,303	20,102	27.3	27.2	14.4	8.0	.0192
☐ Belmont	772,163	23,054	22.7	34.3	17.5	5.4	.0323
Brown	282,239	21,857	24.4	33.5	15.1	5.5	.0099
Champaign	322,134	22,495	24.5	37.4	16.0	6.4	.0116
Clinton	331,080	22,443	25.2	32.6	16.4	7.2	.0131
Columbiana	999,062	22,600	24.0	35.3	16.3	4.8	.0395
Coshocton	336,048	22,214	26.0	32.9	16.1	6.2	.0124
Crawford	452,462	22,633	25.3	34.9	16.1	5.7	.0168
Darke	491,406	22,230	26.5	36.9	12.8	5.7	.0190
Defiance	405,332	27,520	20.3	35.1	21.7	10.1	.0152
Erie	794,515	24,968	21.4	35.6	18.8	8.0	.0320
Fayette	193,421	17,080	31.6	31.1	7.5	2.7	.0089
Gallia	260,662	20,842	25.4	30.4	15.4	6.1	.0110
Guernsey	384,865	21,715	25.3	32.3	15.9	6.1	.0151
Hancock	739,922	27,885	19.4	33.7	22.0	12.2	.0270
Hardin	268,242	20,771	25.6	34.3	13.6	4.3	.0102
Harrison	147,753	21,256	25.9	32.8	15.7	4.7	.0053
Henry	278,637	25,473	22.7	36.3	19.7	7.9	.0106
Highland	275,269	18,321	29.6	31.0	10.1	4.3	.0111

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Hocking	200,915	19,209	29.5	35.1	10.0	2.5	.0078
Holmes	223,727	22,097	26.7	32.6	15.9	7.1	.0090
Huron	509,191	23,796	24.1	37.3	16.6	5.7	.0197
Jackson	228,167	17,723	27.5	30.5	10.3	3.3	.0095
Knox	405,803	20,856	28.0	34.4	12.5	5.5	.0159
☐ Lawrence	570,594	22,385	22.7	32.0	16.9	6.1	.0203
Logan	350,061	20,692	27.8	33.8	13.5	4.7	.0133
Marion	606,548	23,453	22.8	37.1	15.9	6.0	.0243
Meigs	170,112	17,112	27.7	31.4	8.8	2.6	.0068
Mercer	387,468	27,614	19.5	35.2	21.1	11.3	.0138
Monroe	137,651	20,425	24.1	34.8	12.9	3.2	.0051
Morgan	111,119	19,246	27.9	33.2	11.1	3.8	.0042
Morrow	209,437	20,160	30.3	37.4	10.7	2.4	.0075
Muskingum	720,044	20,292	27.4	32.2	13.8	4.8	.0302
Noble	96,341	21,000	25.3	32.7	14.9	4.7	.0038
Ottawa	442,109	27,874	20.0	32.9	23.5	11.8	.0169
Paulding	188,932	25,355	21.6	39.1	19.0	5.6	.0064
Perry	249,450	19,757	29.6	33.6	12.4	3.3	.0092
Pike	201,703	19,492	28.1	28.2	14.1	6.3	.0080
Preble	389,621	25,835	21.6	34.1	20.9	8.6	.0130
Putnam	261,301	22,809	26.2	38.9	14.1	4.6	.0101
Ross	636,895	24,133	23.1	33.1	17.8	8.6	.0239
Sandusky	633,923	25,645	21.0	36.6	20.6	7.5	.0243
Scioto	694,781	18,878	27.3	28.2	13.7	5.3	.0295
Seneca	578,593	25,361	22.5	36.8	19.8	6.8	.0220
Shelby	436,117	26,519	20.0	36.6	21.1	8.5	.0154
Tuscarawas	788,678	22,376	25.6	36.1	15.0	5.0	.0314
Van Wert	329,240	27,776	19.2	34.7	23.1	9.9	.0115
Vinton	88,335	17,789	28.8	30.2	10.7	3.4	.0031
Wayne	1,033,157	27,206	20.2	34.7	21.8	10.8	.0378
Williams	352,692	24,413	23.0	37.6	17.3	6.3	.0135
Wyandot	187,177	21,436	28.1	36.5	13.7	3.8	.0076
TOTAL METRO COUNTIES	**91,634,182**	**26,198**	**20.4**	**31.6**	**20.3**	**11.3**	**3.5584**
TOTAL STATE	**112,543,987**	**25,430**	**21.2**	**32.2**	**19.5**	**10.3**	**4.3635**

OKLAHOMA

OKLA.
S&MM ESTIMATES

	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ENID	**66.1**	**.0277**	**31.8**	**12.3**	**17.3**	**17.5**	**27.1**	**25.5**	**406,103**	**86,700**	**42,352**	**37,029**	**25,923**	**92,697**	**15,094**
Garfield	66.1	.0277	31.8	12.3	17.3	17.5	27.1	25.5	406,103	86,700	42,352	37,029	25,923	92,697	15,094
• Enid	53.1	.0223	31.6	13.1	17.9	16.7	27.2	20.8	387,886	81,179	41,509	35,650	25,475	85,029	14,854
SUBURBAN TOTAL	13.0	.0054	32.9	8.9	15.1	20.4	26.5	4.7	18,217	5,521	843	1,379	448	7,668	240
LAWTON	**116.9**	**.0490**	**25.6**	**20.3**	**18.0**	**16.2**	**16.8**	**37.3**	**577,571**	**128,943**	**62,134**	**99,599**	**31,947**	**124,419**	**9,645**
Comanche	116.9	.0490	25.6	20.3	18.0	16.2	16.8	37.3	577,571	128,943	62,134	99,599	31,947	124,419	9,645
• Lawton	83.9	.0352	27.2	16.1	18.7	17.1	18.2	30.0	547,621	114,713	59,560	99,422	31,638	122,361	8,717
SUBURBAN TOTAL	33.0	.0138	23.5	30.8	16.5	14.0	13.0	7.3	29,950	14,230	2,574	177	309	2,058	928
OKLAHOMA CITY	**971.6**	**.4079**	**30.7**	**13.8**	**18.4**	**18.7**	**23.3**	**369.7**	**7,095,775**	**1,309,856**	**792,566**	**834,120**	**464,556**	**1,739,931**	**131,166**
Canadian	72.9	.0306	30.0	9.4	19.5	21.5	18.8	24.4	359,044	72,203	27,838	37,173	11,345	133,389	3,985
Cleveland	160.2	.0672	27.7	17.5	21.1	19.2	15.3	56.9	1,041,727	156,800	95,649	118,170	34,517	375,818	17,340
• Norman	77.3	.0324	27.2	23.8	21.4	15.9	17.4	29.3	788,846	90,472	70,679	93,869	23,255	335,164	11,815
Logan	31.7	.0133	32.0	12.2	15.2	17.4	28.0	11.0	94,940	29,162	7,590	8,693	1,061	26,541	3,130
McClain	25.1	.0105	33.0	9.2	14.8	22.0	25.1	8.6	100,349	28,913	7,993	13,943	2,096	25,992	2,199
Oklahoma	617.9	.2594	31.3	12.6	18.4	18.3	24.9	245.4	5,179,008	900,666	608,736	637,624	342,902	1,126,538	96,500
Midwest City	52.9	.0222	30.0	13.5	18.4	18.1	22.6	20.1	427,544	112,038	45,031	100,064	9,175	63,851	7,961
• Oklahoma City	440.1	.1847	31.6	12.3	18.8	18.0	25.6	178.8	3,911,886	555,124	475,447	480,290	289,538	863,979	65,665
Pottawatomie	64.0	.0269	33.4	11.2	14.5	18.7	28.9	23.4	320,707	82,112	44,759	38,517	12,635	51,653	8,012
• Shawnee	28.9	.0121	34.5	13.8	14.0	16.1	33.2	11.4	269,428	66,521	34,382	34,946	10,452	46,986	7,490
SUBURBAN TOTAL	425.5	.1787	30.2	11.7	18.1	20.2	21.2	150.2	2,125,615	557,739	212,057	245,015	81,311	493,802	46,196
TULSA	**738.4**	**.3098**	**31.4**	**11.4**	**18.4**	**19.5**	**23.8**	**281.0**	**4,223,559**	**882,989**	**483,135**	**483,460**	**243,470**	**952,142**	**77,661**
Creek	71.8	.0301	32.4	9.4	16.0	19.9	25.9	25.3	263,980	87,984	20,249	32,877	9,481	61,580	5,313
Osage	44.8	.0188	33.6	9.3	16.2	19.6	28.0	16.3	73,147	23,362	5,795	2,111	1,177	14,271	3,328
Rogers	57.2	.0240	31.7	9.4	16.2	23.1	21.5	19.4	159,624	47,668	14,099	13,791	3,058	32,793	1,807
Tulsa	509.7	.2139	31.1	12.4	19.3	18.8	23.8	201.9	3,655,158	697,543	407,228	419,905	224,873	838,584	66,034
• Tulsa	374.1	.1570	31.7	13.2	19.1	18.1	25.5	155.2	3,032,536	535,021	346,931	341,904	204,751	709,183	50,504
Wagoner	54.9	.0230	30.3	8.7	17.6	21.1	20.6	18.1	71,650	26,432	5,764	14,776	4,881	4,914	1,179
SUBURBAN TOTAL	364.3	.1528	31.0	9.6	17.8	20.8	22.1	125.8	1,191,023	347,968	106,204	141,556	38,719	242,959	27,157

OKLA. (cont.) S&MM ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OTHER COUNTIES															
Adair	21.0	.0088	31.7	9.7	14.0	17.4	28.0	6.7	35,366	10,774	2,747	5,873	1,163	6,856	914
Alfalfa	7.3	.0031	41.6	7.4	11.4	15.8	41.7	2.8	32,580	17,004	1,591	1,284	548	2,320	1,598
Atoka	13.9	.0058	34.4	9.6	15.8	18.4	30.7	4.8	52,998	13,786	2,547	8,618	674	9,779	1,730
Beaver	7.3	.0031	34.5	7.8	15.0	18.5	30.8	2.9	12,970	4,639	1,547		128	1,411	554
Beckham	24.5	.0103	34.1	10.8	14.9	15.7	32.9	9.4	229,980	50,653	17,427	35,301	9,826	39,556	4,966
Blaine	14.3	.0060	35.3	9.8	13.3	16.5	34.0	5.5	65,693	15,318	4,573	6,967	1,443	13,746	1,978
Bryan	33.6	.0141	33.9	12.5	14.3	16.5	32.0	12.7	122,346	26,720	12,133	10,717	6,496	29,982	4,816
Caddo	33.4	.0140	34.0	9.7	13.4	16.7	32.0	12.3	161,702	42,755	8,565	18,1[illegible]3	6,612	48,533	3,377
Carter	47.8	.0201	34.1	9.8	14.9	17.4	31.2	17.9	267,672	57,579	25,399	30,309	11,343	53,628	5,822
Cherokee	34.5	.0144	30.5	14.3	14.4	17.3	26.3	12.0	105,734	32,344	7,061	16,620	2,973	16,127	2,867
Choctaw	17.8	.0075	34.8	8.8	13.2	16.3	33.5	6.3	49,478	12,820	3,077	9,837	1,780	10,297	1,527
Cimarron	3.6	.0015	36.1	7.2	14.7	17.9	33.5	1.4	15,454	3,883	1,479	710	240	3,386	530
Coal	6.3	.0027	37.2	8.5	12.4	15.8	36.6	2.3	9,754	2,888	509	1,542	86	803	66
Cotton	7.7	.0033	37.4	8.4	13.3	17.1	35.8	3.1	25,622	5,136	1,007	1,381	656	12,611	483
Craig	15.7	.0066	37.6	8.9	13.5	18.7	34.8	5.6	86,244	13,705	7,078	10,340	2,072	24,252	1,554
Custer	32.3	.0136	29.6	18.8	15.3	15.4	26.3	12.1	287,170	60,289	31,951	31,683	14,743	62,877	5,138
Delaware	28.4	.0119	38.5	7.9	12.2	16.9	37.3	10.5	74,678	20,257	4,256	12,315	3,808	8,300	1,309
Dewey	6.3	.0026	37.7	8.9	13.0	15.9	37.3	2.3	19,455	9,288	1,630	202	154	2,904	
Ellis	6.1	.0026	35.4	8.7	15.0	15.8	34.6	2.3	24,545	4,663	1,470	1,336	356	7,208	1,831
Garvin	30.5	.0128	36.8	9.5	13.2	17.0	35.1	11.7	145,038	44,334	9,258	8,425	6,275	33,081	4,101
Grady	46.1	.0194	32.6	10.6	15.3	18.9	27.4	16.6	190,692	45,525	15,263	20,840	6,865	45,229	7,120
Grant	6.7	.0028	41.9	7.2	11.9	16.6	41.2	2.7	24,123	5,963	1,579	261	639	10,153	843
Greer	6.9	.0029	43.3	9.6	12.4	14.2	44.1	3.0	17,616	6,255	1,307	441	880	2,059	1,671
Harmon	4.5	.0019	41.5	7.5	11.1	14.4	41.9	1.8	11,896	3,877	244	267	426	2,217	1,330
Harper	4.8	.0020	38.1	9.2	13.5	18.4	35.4	1.9	13,713	4,348	1,173	218	185	3,512	602
Haskell	12.3	.0051	36.9	7.8	13.7	17.0	35.3	4.7	41,238	10,351	1,064	6,659	1,135	10,070	833
Hughes	15.3	.0065	40.2	7.8	11.7	16.9	39.3	5.9	54,289	14,288	2,784	9,623	1,388	13,470	1,981
Jackson	31.0	.0130	28.8	14.5	16.7	17.1	22.5	10.9	190,799	32,922	16,231	16,653	8,620	53,340	4,665
Jefferson	9.1	.0038	36.8	8.6	13.6	15.3	36.7	3.4	21,687	6,151	2,401	383	1,047	5,267	1,048
Johnston	11.0	.0046	34.6	11.3	13.2	16.0	33.4	4.0	12,478	6,611	742	70	417	749	928
Kay	52.4	.0220	34.8	10.2	15.4	17.0	32.7	20.7	299,551	64,660	26,633	29,011	13,189	65,854	10,260
Kingfisher	15.6	.0065	33.0	10.5	14.6	18.0	29.1	5.7	96,241	18,178	4,969	10,477	849	27,848	2,249
Kiowa	13.0	.0055	39.8	8.7	11.9	15.5	39.9	5.3	51,394	15,938	2,051	3,593	1,958	13,622	1,927
Latimer	10.6	.0045	34.6	11.8	12.5	16.6	32.9	3.7	22,522	9,316	1,055	1,566	104	1,583	677
Le Flore	45.8	.0192	33.9	9.3	14.0	18.2	30.4	16.5	116,827	37,169	6,228	17,431	4,411	24,079	2,637
Lincoln	31.5	.0132	34.2	9.4	14.1	18.9	30.0	11.7	95,936	26,240	9,324	7,398	3,990	13,906	1,990
Love	8.6	.0036	35.4	8.6	14.2	17.9	32.6	3.3	16,074	6,038	2,427	192	306	1,975	89
McCurtain	38.1	.0160	31.5	9.4	14.6	17.8	27.0	13.1	121,093	33,959	7,716	19,862	5,357	21,300	4,197
McIntosh	17.6	.0074	41.5	7.9	11.0	17.3	40.2	6.9	76,503	16,864	6,345	8,584	2,300	20,088	1,736
Major	9.5	.0040	34.8	9.5	14.2	18.1	31.7	3.4	52,809	8,580	3,528	3,608	374	18,320	1,254
Marshall	11.9	.0050	41.4	8.2	11.5	16.0	41.3	5.0	45,339	13,135	3,521	2,723	738	13,607	1,269
Mayes	36.8	.0154	34.3	9.3	14.1	18.6	30.4	13.4	126,760	38,819	8,939	17,288	6,106	18,864	2,115
Murray	13.4	.0057	35.7	8.8	13.7	16.4	34.6	5.1	63,292	14,542	3,033	6,336	1,065	22,392	1,452
Muskogee	73.1	.0306	33.3	10.3	15.1	17.0	30.3	27.1	350,358	78,416	34,221	41,158	14,835	82,784	7,226
Muskogee	43.4	.0182	34.4	10.5	14.8	15.2	33.9	17.1	317,545	62,905	31,821	40,947	13,150	80,925	6,456
Noble	12.6	.0053	34.8	10.0	14.4	18.4	31.4	4.8	51,382	13,367	4,187	3,012	1,817	7,430	1,684
Nowata	12.2	.0052	35.6	9.4	14.3	17.5	33.2	4.6	29,660	5,779	2,547	4,895	614	5,851	756
Okfuskee	11.9	.0049	37.9	7.9	11.5	16.7	36.8	4.6	25,980	9,359	1,437	1,587	1,091	2,810	883
Okmulgee	41.2	.0173	34.3	11.7	13.5	16.8	32.3	15.2	147,805	44,266	10,058	23,726	5,662	26,206	3,062
Ottawa	35.0	.0147	33.7	12.0	14.3	17.4	30.7	13.1	151,716	42,405	10,620	18,045	4,763	22,368	5,242
Pawnee	17.9	.0075	35.3	8.7	14.7	18.9	31.5	6.8	53,292	13,959	4,136	7,232	1,554	10,274	2,362
Payne	65.9	.0276	25.1	30.3	16.3	13.5	20.3	24.2	312,737	76,082	36,024	42,446	11,693	50,540	8,178
Pittsburg	42.7	.0179	36.6	8.4	14.4	18.2	34.0	16.2	169,246	38,988	14,645	32,407	6,087	34,856	3,756
Pontotoc	35.5	.0149	34.0	13.6	13.9	16.7	31.9	13.4	196,610	43,852	16,997	27,106	9,211	40,094	4,356
Pushmataha	13.3	.0056	36.6	8.3	12.7	18.7	33.4	5.1	27,948	9,939	1,938	1,921	955	6,275	1,492
Roger Mills	5.5	.0023	35.2	9.4	13.9	16.3	34.0	2.1	26,252	9,071	1,907	926	225	5,590	1,060
Seminole	29.4	.0123	35.3	9.5	13.6	16.9	33.6	11.0	110,327	38,097	7,363	10,516	4,297	23,508	2,599
☐ Sequoyah	35.1	.0148	32.4	9.4	14.0	19.3	27.1	11.9	87,276	26,963	4,923	9,859	3,235	15,960	1,243
Stephens	46.7	.0196	34.2	10.0	15.7	17.4	31.4	17.8	230,145	55,855	19,098	22,160	9,700	57,983	7,574
Texas	18.6	.0078	30.4	12.5	16.5	18.1	24.3	6.7	99,232	22,910	10,152	9,913	4,421	10,805	3,298
Tillman	12.2	.0051	35.3	8.6	13.2	15.5	34.9	4.6	33,869	8,281	2,544	3,865	1,354	6,621	1,345
Washington	52.1	.0219	34.3	9.5	16.7	19.4	29.4	20.7	290,020	67,645	30,530	39,267	14,770	51,504	6,750
Washita	15.5	.0065	33.8	11.2	14.5	15.7	32.5	5.8	66,492	20,203	5,051	2,759	1,786	14,123	849
Woods	10.9	.0046	37.4	14.7	12.5	15.0	37.6	4.3	69,441	16,268	6,514	8,952	4,096	17,903	2,160
Woodward	23.3	.0098	30.3	11.9	17.4	18.1	23.8	8.4	205,921	42,126	17,878	32,611	9,656	44,753	3,700
TOTAL METRO COUNTIES	**1,928.3**	**.8092**	**30.7**	**12.7**	**18.4**	**18.8**	**23.3**	**725.4**	**12,390,284**	**2,395,451**	**1,355,109**	**1,484,067**	**709,131**	**2,925,149**	**234,809**
TOTAL STATE	**2,348.6**	**1.4054**	**31.8**	**12.1**	**16.7**	**18.1**	**26.7**	**1,255.2**	**18,626,068**	**3,940,883**	**1,866,818**	**2,213,638**	**951,443**	**4,244,588**	**401,175**

Is a college dorm a 'household'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

Paper train–with the Tulsa heavyweights in building strong retail sales.

The morning Tulsa World and the evening Tulsa Tribune — two daily newspapers that deliver unduplicated readership of 283,000 in the Tulsa MSA. And a net audience of 328,000. That's 65% of Tulsa's MSA.

Plus, you get a combined total readership in four states of over one half million.

For bigger, stronger retail sales, pick up the Tulsa heavyweights in your advertising buy.
SOURCE: Belden CMS

TULSA WORLD
The Tulsa Tribune

Newspaper Printing Corporation. Agent for the Tulsa World and The Tulsa Tribune. Two independent and separately owned newspapers represented nationally by Branham.

OKLA.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ENID	**744,379**	**25,162**	**21.9**	**31.6**	**19.6**	**10.8**	**.0295**
Garfield	744,379	25,162	21.9	31.6	19.6	10.8	.0295
• Enid	602,167	24,820	22.5	31.6	19.1	10.6	.0251
SUBURBAN TOTAL	142,212	26,835	19.6	31.2	21.5	12.1	.0044
LAWTON	**1,132,359**	**23,862**	**25.7**	**31.2**	**17.8**	**10.8**	**.0450**
Comanche	1,132,359	23,862	25.7	31.2	17.8	10.8	.0450
• Lawton	836,761	23,703	26.3	30.6	18.1	10.6	.0360
SUBURBAN TOTAL	295,598	24,476	23.1	33.3	16.8	11.6	.0090
OKLAHOMA CITY	**11,247,465**	**26,329**	**21.2**	**30.0**	**20.0**	**13.4**	**.4642**
Canadian	821,383	31,888	16.1	29.3	26.9	16.2	.0303
Cleveland	1,766,975	27,495	20.1	31.3	22.2	12.4	.0719
• Norman	853,307	23,520	23.9	28.0	17.7	11.9	.0413
Logan	299,923	23,284	22.7	29.6	17.0	10.7	.0107
McClain	231,076	24,826	20.2	30.3	19.5	9.9	.0089
Oklahoma	7,512,588	26,083	21.7	30.1	19.2	14.0	.3175
Midwest City	616,311	27,688	21.3	33.9	21.8	13.2	.0263
• Oklahoma City	5,343,450	25,223	22.0	29.3	18.5	13.5	.23[illegible]
Pottawatomie	615,520	22,352	23.5	27.9	17.7	9.4	.0249
• Shawnee	288,684	20,529	23.4	27.1	15.6	8.5	.0143
SUBURBAN TOTAL	4,762,024	28,498	19.4	31.6	22.7	14.0	.1775
TULSA	**8,330,164**	**25,898**	**21.0**	**30.9**	**19.4**	**12.5**	**.3213**
Creek	688,547	24,728	20.9	30.8	19.6	9.5	.0254
Osage	415,590	22,735	22.2	32.7	15.9	7.7	.0135
Rogers	576,079	27,876	18.5	29.9	23.1	12.5	.0197
Tulsa	6,110,491	26,002	21.5	30.9	19.2	13.1	.2460
• Tulsa	4,679,967	25,162	22.5	30.2	17.9	13.5	.1924
Wagoner	539,457	27,803	18.1	29.3	21.8	13.3	.0167
SUBURBAN TOTAL	3,650,197	26,797	19.1	31.7	21.4	11.2	.1289
OTHER COUNTIES							
Adair	127,830	14,980	28.9	26.0	8.5	3.1	.0049
Alfalfa	67,336	20,203	25.2	29.0	14.1	7.4	.0028
Atoka	100,592	15,051	29.9	22.5	9.1	5.1	.0043
Beaver	78,166	24,254	22.5	35.0	14.9	9.4	.0024
Beckham	239,184	20,850	22.6	26.8	16.3	8.7	.0121
Blaine	144,615	22,078	22.6	26.8	17.6	9.4	.0055
Bryan	238,405	14,962	30.6	23.0	8.4	4.0	.0103
Caddo	301,740	20,124	23.9	27.9	12.8	9.6	.0124
Carter	466,597	21,790	23.2	28.0	16.1	9.5	.0192
Cherokee	241,047	15,854	30.5	25.6	8.8	4.4	.0101
Choctaw	111,280	13,208	27.1	22.5	7.7	3.1	.0048
Cimarron	30,782	18,591	30.8	30.1	10.4	5.3	.0013
Coal	40,425	13,521	30.1	23.4	5.0	3.7	.0015
Cotton	58,154	16,023	28.9	28.0	9.3	2.0	.0025
Craig	114,490	17,280	30.6	29.0	8.5	4.6	.0055
Custer	366,646	24,432	21.5	26.9	17.7	13.9	.0166
Delaware	206,566	16,065	32.5	26.6	8.2	4.3	.0081
Dewey	67,364	23,860	21.3	24.3	19.0	14.2	.0023
Ellis	53,232	19,193	28.5	28.8	13.0	6.1	.0020
Garvin	295,574	21,012	24.3	27.5	16.4	8.3	.0116
Grady	437,669	22,220	23.5	28.8	16.2	10.1	.0168
Grant	65,415	20,560	25.9	29.8	14.3	7.4	.0024
Greer	56,812	14,294	27.5	24.6	6.9	4.7	.0022
Harmon	26,113	10,311	31.4	13.7	2.7	3.4	.0010
Harper	45,350	21,732	24.1	34.3	12.1	7.4	.0016
Haskell	89,777	14,878	29.4	21.9	9.4	4.6	.0038
Hughes	109,198	14,315	29.4	23.3	8.2	4.0	.0047
Jackson	247,944	18,439	31.4	28.9	11.3	5.1	.0118
Jefferson	58,850	13,342	30.3	22.9	5.9	2.8	.0024
Johnston	64,441	11,967	30.0	17.5	8.1	2.1	.0024
Kay	580,094	24,360	23.1	29.9	18.4	10.9	.0226
Kingfisher	158,373	25,275	20.8	33.2	19.7	9.4	.0065
Kiowa	103,143	14,683	28.6	23.2	9.0	4.5	.0043
Latimer	69,689	14,176	27.5	23.7	7.7	3.9	.0028
Le Flore	325,293	16,271	30.5	27.1	9.0	3.4	.0129
Lincoln	278,250	21,137	23.2	31.2	14.6	6.8	.0103
Love	74,610	19,370	24.5	29.7	11.5	7.2	.0025
McCurtain	227,110	13,968	30.7	22.9	8.2	2.2	.0104
McIntosh	132,644	15,571	29.3	25.0	10.1	2.9	.0058
Major	89,800	22,263	25.4	30.3	15.3	9.7	.0038
Marshall	109,136	16,462	31.1	25.1	10.1	5.7	.0042
Mayes	298,515	19,166	27.6	29.1	13.6	5.2	.0118
Murray	114,572	19,383	26.3	31.6	12.0	4.7	.0048
Muskogee	639,478	19,456	24.5	28.2	13.4	7.2	.0266
Muskogee	401,760	18,584	25.4	26.8	12.1	8.0	.0188
Noble	126,903	22,308	25.3	31.0	15.2	9.5	.0048
Nowata	115,930	22,283	21.7	32.2	15.7	7.1	.0039
Okfuskee	91,788	15,606	27.9	23.1	10.9	5.1	.0034
Okmulgee	338,278	17,582	27.2	26.9	12.3	5.5	.0134
Ottawa	281,933	17,978	29.7	29.7	10.7	4.2	.0119
Pawnee	170,455	21,196	25.3	30.5	13.8	8.4	.0060
Payne	621,109	19,073	27.7	25.9	13.9	8.1	.0250
Pittsburg	341,451	17,555	28.7	29.0	10.4	4.0	.0140
Pontotoc	304,974	18,325	25.3	27.7	12.6	6.2	.0134
Pushmataha	89,993	13,547	31.1	21.8	6.1	3.4	.0034
Roger Mills	71,517	26,311	19.8	30.7	15.0	18.1	.0025
Seminole	265,630	19,627	24.3	27.4	14.1	7.7	.0101
☐ Sequoyah	226,052	16,029	31.6	27.0	7.7	3.3	.0094
Stephens	473,329	23,164	22.6	30.2	17.7	9.1	.0184
Texas	169,130	22,426	25.2	35.3	14.6	7.1	.0072
Tillman	79,248	13,155	32.0	20.4	4.9	3.7	.0033
Washington	694,924	29,693	18.0	28.1	21.2	18.9	.0245
Washita	162,431	24,339	22.7	31.4	16.5	11.9	.0061
Woods	119,278	22,172	24.9	28.7	15.3	11.0	.0048
Woodward	278,151	29,799	18.6	27.4	23.4	16.9	.0120
TOTAL METRO COUNTIES	**21,680,419**	**25,767**	**21.5**	**30.5**	**19.4**	**12.7**	**.8694**
TOTAL STATE	**34,229,172**	**22,913**	**23.4**	**29.2**	**16.8**	**10.4**	**1.3761**

OREGON

ORE. S&MM ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
EUGENE - SPRINGFIELD	269.1	.1129	30.3	13.7	21.4	17.6	22.3	104.2	1,350,404	280,250	143,784	198,117	69,109	297,280	33,341
Lane	269.1	.1129	30.3	13.7	21.4	17.6	22.3	104.2	1,350,404	280,250	143,784	198,117	69,109	297,280	33,341
• Eugene	102.6	.0431	29.5	18.4	23.7	16.1	20.9	42.3	815,018	147,318	88,863	144,097	52,470	166,003	21,086
• Springfield	40.4	.0170	28.0	15.6	23.2	15.0	18.9	16.2	238,733	51,083	28,351	44,242	9,994	50,690	6,343
SUBURBAN TOTAL	126.1	.0528	32.0	9.4	18.9	19.7	24.6	45.7	296,653	81,649	26,570	9,778	6,645	80,587	5,912
MEDFORD	137.5	.0578	32.7	10.5	17.9	18.5	27.4	51.6	723,709	130,986	64,210	111,946	29,120	155,032	15,141
Jackson	137.5	.0578	32.7	10.5	17.9	18.5	27.4	51.6	723,709	130,986	64,210	111,946	29,120	155,032	15,141
• Medford	42.5	.0178	32.0	10.7	19.2	16.9	27.4	16.9	509,439	51,589	39,469	99,726	21,833	125,991	9,558
SUBURBAN TOTAL	95.0	.0400	33.1	10.3	17.4	19.3	27.3	34.7	214,270	79,397	24,741	12,220	7,287	29,041	5,583
PORTLAND	1,140.6	.4786	31.8	11.4	20.4	18.4	25.0	445.0	6,986,524	1,207,598	771,397	1,288,803	323,481	1,431,509	107,169
Clackamas	251.9	.1057	31.9	9.1	18.7	21.4	22.8	88.9	1,136,775	313,209	105,024	207,085	37,875	201,781	19,293
Multnomah	560.9	.2354	32.4	12.4	21.2	16.4	28.0	233.7	3,815,310	564,376	460,969	749,693	194,238	687,565	46,868
• Portland	365.0	.1532	32.8	12.6	21.9	15.1	30.1	159.1	2,650,616	366,583	322,670	525,731	148,830	427,258	28,558
Washington	268.6	.1127	30.5	11.3	21.4	20.1	20.3	101.8	1,794,963	267,564	184,998	322,332	83,516	466,980	29,131
Yamhill	59.2	.0248	31.1	12.1	16.9	17.6	25.9	20.6	239,476	62,449	20,406	9,693	7,852	75,183	11,877
SUBURBAN TOTAL	775.6	.3254	31.2	10.8	19.8	20.0	22.6	285.9	4,335,908	841,015	448,727	763,072	174,681	1,004,251	78,611
PORTLAND - VANCOUVER CONSOLIDATED AREA	*1,348.8*	*.5660*	*31.5*	*11.2*	*20.3*	*18.6*	*24.4*	*522.1*	*7,789,731*	*1,403,567*	*869,417*	*1,435,060*	*353,521*	*1,567,957*	*135,519*
SALEM	255.6	.1073	31.6	11.6	18.2	17.6	26.2	93.5	1,119,169	219,527	120,681	190,460	49,065	232,754	30,265
Marion	209.3	.0879	31.5	11.5	18.4	17.5	26.2	76.6	1,026,816	180,767	108,150	187,012	46,630	224,417	27,821
• Salem	89.9	.0377	31.4	14.0	20.5	16.4	26.3	34.7	689,179	91,679	71,710	142,216	39,049	159,681	21,261
Polk	46.3	.0194	31.7	12.0	17.7	17.7	26.4	16.9	92,353	38,760	12,531	3,448	2,435	8,337	2,444
SUBURBAN TOTAL	165.7	.0696	31.7	10.3	17.1	18.2	26.1	58.8	429,990	127,848	48,971	48,244	10,016	73,073	9,004
OTHER COUNTIES															
Baker	16.1	.0067	35.3	8.2	15.2	18.3	32.2	6.2	68,191	19,719	7,821	3,977	1,492	15,730	1,627
Benton	68.1	.0286	27.0	24.6	20.6	15.7	17.9	24.0	282,125	68,615	37,416	35,754	11,498	49,494	9,804
Corvallis	40.7	.0171	24.8	34.8	20.9	11.8	16.3	14.6	260,058	64,159	32,906	33,308	11,199	48,406	9,407
Clatsop	32.2	.0135	32.9	11.6	17.4	16.3	30.1	12.4	172,875	46,335	27,120	4,549	6,021	29,629	11,199
Columbia	36.4	.0153	31.8	8.8	17.5	19.0	25.4	13.1	97,226	34,869	11,631	1,589	6,064	13,687	7,749
Coos	61.6	.0259	32.9	10.0	17.0	18.7	27.8	23.3	296,246	72,434	27,242	22,390	12,024	60,196	12,270
Crook	13.6	.0057	33.3	9.5	16.1	19.0	28.4	5.0	38,887	16,175	3,193	1,718	540	5,784	987
Curry	16.9	.0071	38.1	8.0	14.6	17.3	36.6	7.0	82,148	22,876	10,056	3,139	2,958	15,508	3,797
Deschutes	67.8	.0284	31.3	10.3	20.2	18.9	23.6	25.1	340,299	79,192	34,402	32,961	8,856	65,367	16,929
Douglas	96.7	.0406	31.8	10.0	16.9	18.7	25.8	34.7	403,946	99,665	38,351	37,916	12,589	99,040	14,912
Gilliam	1.9	.0008	34.7	9.2	15.3	18.1	31.4	.8	4,706	534	884			1,283	71
Grant	8.3	.0035	33.2	8.9	16.6	19.4	27.6	3.1	22,660	7,305	1,345	952	1,051	5,541	1,270
Harney	8.0	.0033	31.7	9.9	17.2	19.9	24.4	2.9	28,442	7,665	2,653	1,177	731	5,988	197
Hood River	16.2	.0068	32.6	10.1	17.5	18.2	27.7	6.1	82,735	23,456	9,546	5,532	2,162	18,317	1,755
Jefferson	12.5	.0052	30.2	10.4	16.4	18.6	23.5	4.4	55,301	16,539	5,537	1,037	755	17,549	1,718
Josephine	65.2	.0274	35.0	8.1	15.8	18.2	31.8	24.4	324,072	67,313	28,291	27,150	11,476	84,822	10,748
Klamath	58.8	.0246	31.4	10.7	17.7	18.4	25.2	21.9	299,896	70,409	29,894	33,500	11,554	65,023	13,582
Lake	7.7	.0032	32.9	9.0	16.4	19.4	27.1	2.9	32,510	9,410	2,918	193	1,264	8,247	1,309
Lincoln	37.0	.0156	36.7	8.9	17.1	16.4	35.7	15.6	172,561	36,213	34,176	6,178	3,694	25,485	10,694
Linn	90.4	.0379	31.5	10.4	17.9	18.2	25.5	33.4	411,812	81,324	38,109	50,967	14,070	100,307	17,280
Malheur	27.7	.0116	31.4	10.2	15.2	16.9	27.6	9.6	159,345	33,497	16,422	18,470	4,297	37,380	5,533
Morrow	8.2	.0034	30.6	10.1	17.5	19.3	23.1	2.8	20,136	4,230	2,697	734	306	3,685	569
Sherman	2.1	.0009	33.2	8.3	17.0	15.4	31.5	.8	9,917	516	3,359	274			261
Tillamook	21.1	.0089	35.4	8.6	16.6	16.5	34.1	8.4	88,570	28,599	9,770	2,338	2,623	17,017	2,146
Umatilla	61.5	.0258	31.3	10.8	17.8	17.5	25.9	21.8	314,696	80,390	28,373	12,766	8,424	86,307	15,786
Union	24.5	.0103	31.0	11.7	17.5	17.9	25.0	8.7	109,506	26,433	10,964	2,547	4,688	26,209	9,417
Wallowa	7.4	.0031	34.9	8.1	16.2	18.4	31.5	3.0	33,071	9,902	2,073	891	781	11,600	1,147
Wasco	21.5	.0090	33.4	8.7	17.2	17.6	29.6	8.3	131,640	19,712	14,404	16,673	4,046	34,527	10,454
Wheeler	1.3	.0006	38.4	7.0	12.5	18.3	36.1	.6	4,225	894	516	355		2,082	
TOTAL METRO COUNTIES	1,802.8	.7566	31.6	11.7	20.0	18.2	25.0	694.3	10,179,806	1,838,361	1,100,072	1,789,326	470,775	2,116,575	185,916
TOTAL STATE	2,693.3	1.1303	31.7	11.5	19.2	18.1	25.6	1,024.6	14,267,550	2,822,582	1,539,235	2,115,053	604,739	3,022,379	369,127

MORE SALES!
READERSHIP!

The EUGENE REGISTER-GUARD IS YOUR KEY TO OREGON'S 2nd LARGEST MARKET!

90% Of All Adults Are Exposed To The Register-Guard every week.

70% Of All Adults Are Regular Readers (At Least 3 out of every 4 issues).

The Oregonian's 4.6% can't even scratch the surface . . . only The Register-Guard's 70% penetration offers real coverage of Oregon's 2nd largest market . . . EUGENE/SPRINGFIELD

For full details and complete demographic breakouts of readership, contact James McComb, Register-Guard Marketing Director or any Sawyer, Ferguson, Walker office.

The Register-Guard

Source: Mar%Stat Market Research
Study of Oregon Newspapers,
May 1983; Lane County Audit, 1984

P.O. Box 10188, Eugene, OR 97440
(503) 485-1234

Represented Nationally by
Sawyer, Ferguson, Walker

ORE.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
EUGENE - SPRINGFIELD	**2,533,879**	**21,625**	**25.7**	**33.4**	**14.6**	**6.1**	**.1028**
Lane	2,533,879	21,625	25.7	33.4	14.6	6.1	.1028
• Eugene	1,029,498	20,004	26.9	28.6	13.9	7.4	.0475
• Springfield	341,027	19,705	28.1	35.8	11.0	2.4	.0155
SUBURBAN TOTAL	1,163,354	23,709	23.9	37.2	16.4	6.1	.0398
MEDFORD	**1,188,625**	**20,076**	**29.0**	**33.6**	**11.9**	**4.8**	**.0513**
Jackson	1,188,625	20,076	29.0	33.6	11.9	4.8	.0513
• Medford	399,148	20,246	28.4	32.9	12.0	5.8	.0231
SUBURBAN TOTAL	789,477	19,991	29.4	33.8	11.8	4.4	.0282
PORTLAND	**12,995,839**	**26,264**	**21.6**	**31.6**	**20.4**	**11.6**	**.5094**
Clackamas	2,784,580	29,036	19.2	33.4	23.5	12.8	.1014
Multnomah	6,180,390	23,118	24.3	31.0	17.3	8.8	.2552
• Portland	4,027,375	21,455	25.6	29.7	15.3	8.4	.1701
Washington	3,503,204	31,900	16.8	30.8	25.7	17.8	.1320
Yamhill	527,665	23,077	24.4	34.8	16.6	6.5	.0208
SUBURBAN TOTAL	8,968,464	28,905	19.3	32.7	23.2	13.4	.3393
PORTLAND - VANCOUVER CONSOLIDATED AREA	***15,198,165***	***26,323***	***21.4***	***31.9***	***20.5***	***11.3***	***.5883***
SALEM	**2,207,011**	**20,736**	**28.1**	**33.7**	**13.5**	**4.8**	**.0903**
Marion	1,802,654	20,546	28.7	33.3	13.2	4.9	.0763
• Salem	806,575	19,406	29.7	31.1	12.0	5.2	.0392
Polk	404,357	21,564	25.5	34.9	15.0	4.5	.0140
SUBURBAN TOTAL	1,400,436	21,519	27.1	35.1	14.4	4.6	.0511
OTHER COUNTIES							
Baker	119,218	16,944	31.4	29.5	9.3	2.1	.0053
Benton	697,915	24,372	24.1	28.4	18.9	11.6	.0258
Corvallis	398,823	20,976	27.0	26.8	15.9	9.4	.0172
Clatsop	280,012	19,179	29.1	31.0	12.0	4.8	.0121
Columbia	317,805	23,211	23.5	36.7	16.5	4.8	.0116
Coos	508,883	19,807	29.2	34.8	11.3	3.3	.0219
Crook	106,984	18,774	32.6	33.4	9.1	3.0	.0041
Curry	144,738	17,855	31.7	30.2	9.4	4.1	.0061
Deschutes	596,307	21,364	28.0	35.1	13.6	5.1	.0251
Douglas	753,915	20,349	27.8	37.4	10.9	2.9	.0322
Gilliam	22,451	24,556	25.5	32.2	21.5	8.0	.0007
Grant	58,595	17,196	33.2	33.0	6.7	1.6	.0023
Harney	57,754	18,621	33.6	35.0	8.0	1.8	.0026
Hood River	134,576	19,296	30.3	32.6	12.1	3.5	.0058
Jefferson	104,622	21,519	29.0	36.3	13.0	5.2	.0044
Josephine	487,574	17,330	31.7	29.8	9.4	3.1	.0224
Klamath	471,350	19,440	28.1	33.6	11.3	3.5	.0210
Lake	61,398	19,731	29.5	35.4	11.7	2.2	.0027
Lincoln	403,521	22,128	26.6	30.3	16.1	8.4	.0151
Linn	789,745	21,730	26.1	34.9	14.9	4.6	.0323
Malheur	208,063	18,804	30.2	30.7	11.3	4.7	.0101
Morrow	76,112	24,967	24.9	32.6	20.4	8.3	.0027
Sherman	20,327	22,667	25.9	31.7	16.4	9.3	.0008
Tillamook	171,989	17,573	33.1	29.6	9.6	3.3	.0070
Umatilla	516,689	21,051	29.1	34.2	14.4	4.4	.0225
Union	211,601	21,769	25.3	32.4	16.1	5.8	.0088
Wallowa	62,539	18,250	31.6	31.4	8.3	5.3	.0026
Wasco	195,104	21,814	25.0	36.3	11.9	5.6	.0086
Wheeler	10,654	13,786	39.4	22.5	6.3	3.0	.0004
TOTAL METRO COUNTIES	**18,925,254**	**24,117**	**23.7**	**32.2**	**18.0**	**9.3**	**.7538**
TOTAL STATE	**26,515,795**	**22,796**	**25.1**	**32.5**	**16.4**	**7.9**	**1.0708**

PENNSYLVANIA

PA.
S&MM ESTIMATES

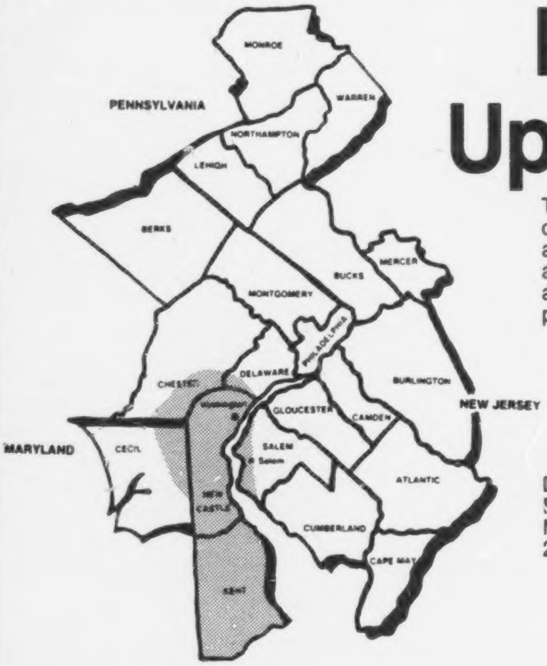
POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ALLENTOWN - BETHLEHEM	**654.6**	**.2748**	**34.4**	**11.1**	**16.3**	**18.4**	**30.6**	**247.7**	**3,553,068**	**730,980**	**294,729**	**417,216**	**134,640**	**743,215**	**105,817**
Carbon	54.4	.0229	37.1	9.4	14.5	17.0	35.4	21.1	167,430	56,796	10,443	5,658	6,644	33,742	6,871
Lehigh	279.1	.1171	34.5	11.1	16.8	18.6	30.5	108.2	1,992,616	350,939	176,449	315,465	90,357	406,436	51,999
• Allentown	104.7	.0439	35.0	13.1	16.2	15.7	34.2	43.5	777,437	130,983	85,742	67,273	31,036	207,938	22,530
Northampton	231.9	.0974	34.2	11.8	15.8	18.1	30.7	86.2	911,278	220,028	76,356	73,015	25,470	200,195	32,071
• Bethlehem	70.0	.0294	34.4	15.5	14.9	15.6	33.5	27.3	346,737	86,824	26,016	36,737	14,807	69,748	17,411
• Easton	26.1	.0110	31.9	16.0	15.5	14.1	31.1	9.8	148,876	48,038	13,406	8,637	8,591	5,858	5,035
Warren, N. J.	*89.2*	*.0374*	*33.3*	*10.1*	*16.6*	*19.2*	*27.9*	*32.2*	*481,744*	*103,217*	*31,481*	*23,078*	*12,169*	*102,842*	*14,876*
SUBURBAN TOTAL	453.8	.1905	34.4	9.7	16.5	19.7	29.3	167.1	2,280,018	465,135	169,565	304,569	80,206	459,671	60,841
ALTOONA	**136.4**	**.0573**	**34.1**	**10.5**	**15.4**	**17.1**	**31.4**	**50.9**	**706,317**	**160,378**	**48,746**	**103,268**	**35,622**	**158,893**	**26,305**
Blair	136.4	.0573	34.1	10.5	15.4	17.1	31.4	50.9	706,317	160,378	48,746	103,268	35,622	158,893	26,305
• Altoona	55.2	.0232	35.2	11.1	14.3	15.8	34.5	21.2	357,373	77,641	28,730	36,809	22,641	94,113	13,244
SUBURBAN TOTAL	81.2	.0341	33.4	10.1	15.9	18.0	29.5	29.7	348,944	82,737	20,016	66,459	12,981	64,780	13,061
BEAVER COUNTY	**201.5**	**.0845**	**34.2**	**11.0**	**15.4**	**18.1**	**30.7**	**73.6**	**805,389**	**220,935**	**57,023**	**151,916**	**32,137**	**115,095**	**31,741**
Beaver	201.5	.0845	34.2	11.0	15.4	18.1	30.7	73.6	805,389	220,935	57,023	151,916	32,137	115,095	31,741
SUBURBAN TOTAL	201.5	.0845	34.2	11.0	15.4	18.1	30.7	73.6	805,389	220,935	57,023	151,916	32,137	115,095	31,741
ERIE	**285.6**	**.1198**	**31.1**	**12.9**	**16.4**	**16.7**	**26.8**	**102.9**	**1,371,644**	**307,557**	**126,401**	**166,859**	**64,271**	**275,509**	**50,205**
Erie	285.6	.1198	31.1	12.9	16.4	16.7	26.8	102.9	1,371,644	307,557	126,401	166,859	64,271	275,509	50,205
• Erie	118.6	.0498	31.5	13.6	16.4	14.0	30.3	45.3	577,428	180,360	56,672	33,533	32,555	101,458	21,628
Millcreek Township	45.9	.0193	33.1	11.0	16.6	19.4	27.4	16.9	390,034	30,059	34,293	111,764	23,099	80,108	9,087
SUBURBAN TOTAL	167.0	.0700	30.7	12.5	16.2	18.6	24.5	57.6	794,216	127,197	69,729	133,326	31,716	174,051	21,577
HARRISBURG - LEBANON - CARLISLE	**575.6**	**.2416**	**33.1**	**11.5**	**17.2**	**18.6**	**28.1**	**218.6**	**3,573,073**	**771,280**	**287,526**	**408,446**	**143,230**	**715,342**	**112,260**
Cumberland	187.9	.0788	32.8	13.2	16.7	19.6	26.7	69.8	1,429,916	312,203	113,222	147,955	63,600	238,163	47,409
• Carlisle	19.5	.0082	32.1	19.3	15.9	15.5	29.8	7.7	342,121	104,208	24,009	36,870	8,443	43,505	11,275
Dauphin	236.8	.0994	23.4	10.8	17.7	17.9	29.2	94.1	1,425,168	303,848	131,586	180,731	51,893	293,358	47,682
• Harrisburg	52.0	.0218	32.7	10.7	17.3	14.7	31.3	22.5	372,111	74,637	39,934	33,145	11,990	86,855	11,928
Lebanon	112.1	.0471	33.5	10.6	16.2	18.5	29.0	40.7	605,316	128,912	36,235	76,166	24,743	149,461	14,023
• Lebanon	26.5	.0111	34.7	11.2	15.1	16.1	33.5	10.9	209,241	39,655	14,265	17,766	10,822	41,888	8,721
Perry	38.8	.0163	31.4	10.1	18.3	18.5	24.9	14.0	112,673	26,317	6,483	3,594	3,084	34,360	3,146
SUBURBAN TOTAL	477.6	.2005	33.1	11.3	17.3	19.3	27.4	177.5	2,649,600	552,780	209,318	320,665	112,065	543,094	80,336
JOHNSTOWN	**263.9**	**.1108**	**33.5**	**11.3**	**15.4**	**16.1**	**31.6**	**95.8**	**993,823**	**241,596**	**67,054**	**126,023**	**43,333**	**202,139**	**33,755**
Cambria	180.4	.0757	33.5	11.8	15.2	15.7	32.1	65.3	715,105	175,824	45,693	105,730	27,904	121,236	25,539
• Johnstown	33.6	.0141	37.5	10.9	14.3	14.3	38.2	14.0	219,658	65,553	14,575	14,906	8,925	47,020	9,563
Somerset	83.5	.0351	33.6	10.4	15.6	17.0	30.8	30.5	278,718	65,772	21,361	20,293	15,429	80,903	8,216
SUBURBAN TOTAL	230.3	.0967	33.1	11.4	15.5	16.4	30.7	81.8	774,165	176,043	52,479	111,117	34,408	155,119	24,192

PA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LANCASTER	**382.8**	**.1607**	**31.7**	**12.3**	**16.8**	**18.2**	**26.3**	**136.7**	**2,070,104**	**463,964**	**186,829**	**223,596**	**113,856**	**412,901**	**63,498**
Lancaster	382.8	.1607	31.7	12.3	16.8	18.2	26.3	136.7	2,070,104	463,964	186,829	223,596	113,856	412,901	63,498
• Lancaster	56.3	.0236	30.5	15.6	17.0	14.4	28.0	22.2	474,727	50,268	33,920	133,364	30,757	94,955	8,059
SUBURBAN TOTAL	326.5	.1371	32.0	11.8	16.7	18.8	26.1	114.5	1,595,377	413,696	152,909	90,232	83,099	317,946	55,439
PHILADELPHIA	**4,770.0**	**2.0019**	**32.8**	**11.8**	**16.5**	**18.3**	**28.1**	**1,733.8**	**26,174,542**	**5,178,575**	**2,377,929**	**3,242,336**	**1,207,827**	**5,291,713**	**893,523**
Bucks	511.3	.2146	31.3	11.2	17.5	20.4	23.2	176.5	3,222,956	615,405	233,161	380,237	114,612	877,623	74,647
Bensalem Township	57.1	.0240	29.4	11.8	23.9	17.6	19.1	21.8	489,339	115,040	31,421	128,343	10,228	67,918	9,896
Bristol Township	59.6	.0250	29.5	12.9	17.8	17.4	22.8	19.4	186,654	52,508	13,711	2,043	7,119	41,966	6,939
Chester	336.7	.1413	32.0	11.4	17.2	20.7	24.1	118.0	1,554,630	313,785	130,301	108,642	79,886	385,409	50,815
Delaware	549.9	.2308	34.1	12.2	15.6	17.2	31.3	199.8	3,302,701	690,875	256,174	491,736	136,825	673,953	104,012
Chester	43.8	.0184	30.8	13.3	15.1	14.2	29.5	16.0	143,955	19,219	11,761	2,554	4,499	32,281	4,903
Haverford Township	51.7	.0217	35.4	11.5	15.1	17.1	33.4	17.8	161,379	28,736	15,524	7,823	10,907	41,855	4,971
Upper Darby Township	83.5	.0350	35.2	11.3	17.1	15.4	34.8	33.8	466,447	145,334	30,805	66,615	12,472	63,988	28,940
Montgomery	659.8	.2769	34.7	10.8	16.2	19.3	30.2	241.1	5,095,527	893,776	389,044	830,739	224,748	1,061,413	163,531
Abington Township	58.9	.0247	38.1	10.0	14.2	18.1	35.8	21.5	460,126	45,313	24,802	91,909	14,419	181,883	8,585
Lower Merion Township	59.6	.0250	39.3	11.3	12.8	19.2	36.7	22.7	646,704	109,633	51,181	75,489	33,840	172,514	18,332
• Norristown	34.3	.0144	32.3	12.7	18.3	16.5	28.5	12.8	264,282	82,569	13,417	29,648	4,772	58,824	11,329
Philadelphia	1,625.9	.6824	33.4	12.3	16.1	16.6	30.9	622.0	7,019,048	1,534,202	857,545	642,889	392,049	897,084	336,500
• Philadelphia	1,625.9	.6824	33.4	12.3	16.1	16.6	30.9	622.0	7,019,048	1,534,202	857,545	642,889	392,049	897,084	336,500
Burlington, N. J.	*387.7*	*.1627*	*30.7*	*12.5*	*17.5*	*20.4*	*22.1*	*128.9*	*1,989,537*	*343,247*	*189,620*	*273,225*	*78,159*	*546,144*	*40,392*
Camden, N. J.	*484.4*	*.2033*	*32.0*	*10.9*	*16.9*	*18.4*	*26.6*	*174.5*	*2,799,539*	*533,618*	*247,978*	*312,605*	*149,843*	*576,303*	*92,085*
• Camden	*82.4*	*.0346*	*27.0*	*11.9*	*14.7*	*14.9*	*23.4*	*28.5*	*181,030*	*42,972*	*22,902*	*6,807*	*4,282*	*6,064*	*15,412*
Cherry Hill Township	*69.5*	*.0292*	*35.7*	*9.1*	*13.1*	*24.5*	*26.9*	*23.1*	*792,745*	*82,931*	*60,669*	*127,884*	*51,029*	*232,323*	*17,320*
Gloucester Township	*48.9*	*.0205*	*29.6*	*11.3*	*21.8*	*19.1*	*19.1*	*17.0*	*104,220*	*37,935*	*8,663*	*5,627*	*1,596*	*4,390*	*3,096*
Gloucester, N. J.	*214.3*	*.0899*	*30.7*	*11.9*	*17.5*	*18.9*	*23.5*	*73.0*	*1,190,604*	*253,667*	*74,106*	*202,263*	*31,705*	*273,584*	*31,541*
SUBURBAN TOTAL	3,027.4	1.2705	32.6	11.5	16.8	19.4	26.6	1,070.5	18,710,182	3,518,832	1,484,065	2,562,992	806,724	4,329,741	530,282
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,755.6***	***2.4157***	***32.7***	***11.8***	***16.6***	***18.4***	***27.8***	***2,081.4***	***31,915,400***	***6,343,862***	***2,838,322***	***3,996,537***	***1,476,877***	***6,460,696***	***1,078,560***
PITTSBURGH	**2,175.0**	**.9128**	**34.8**	**11.1**	**16.0**	**17.5**	**32.2**	**839.4**	**11,151,843**	**2,392,947**	**1,081,061**	**1,658,909**	**496,303**	**2,290,427**	**384,170**
Allegheny	1,397.4	.5865	35.0	11.7	16.2	17.2	32.8	550.7	7,838,162	1,640,598	830,156	1,196,903	352,106	1,583,708	276,452
• McKeesport	28.5	.0120	38.0	10.6	14.6	14.2	38.7	11.9	161,430	38,633	15,027	6,652	8,374	50,684	5,595
Penn Hills Township	55.6	.0233	33.6	10.8	16.9	18.8	28.8	19.9	198,054	79,856	15,905	16,257	5,141	25,315	8,573
• Pittsburgh	397.9	.1670	34.4	14.6	16.6	14.5	34.4	164.9	2,416,392	495,174	341,922	297,241	104,430	442,113	103,656
Fayette	162.7	.0683	34.3	10.1	15.0	16.4	32.6	60.2	648,218	162,758	44,743	101,144	22,239	118,548	26,740



DELAWARE

Delaware is comprised of New Castle, Kent and Sussex (not picture) counties. Wilmington MSA is shaded area.

Profit By Our Upscale Readers

The News-Journal papers provide 71% household coverage in New Castle County, Delaware, the affluent heart of the Philadelphia ADI*. Place your advertising message in the News-Journal papers and target your advertising dollars to reach these prime consumers:

Per Capita Income $11,103*
Average Household EBI $31,547
Median Household EBI $28,774
Total Retail Sales . . . $2,612,065,000
Total Food Sales $569,493,000

Detailed market information available from our 1985 Belden Associates survey. Call Gene Schwenk, National Advertising Manager, 800-235-9100, ext. 2244.

News~Journal papers

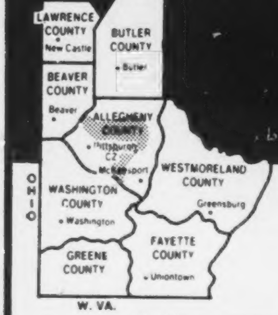
831 Orange St.
Wilmington, DE 19899

Represented nationally by Gannett Media Sales

*Circulation '84/'85
**S&MM Survey of Buying Power, 1984

PA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Washington	219.2	.0920	34.8	10.9	15.4	17.8	31.9	81.4	875,120	202,863	70,221	102,483	29,528	216,313	27,012
Westmoreland	395.7	.1660	34.5	10.2	16.0	18.5	30.6	147.1	1,790,343	386,728	135,941	258,379	92,430	371,858	53,966
Hempfield Township	44.5	.0187	32.5	9.7	18.3	19.8	25.5	15.6	273,185	33,946	13,821	93,741	7,592	91,322	[illegible],674
SUBURBAN TOTAL	1,748.6	.7338	34.9	10.4	15.9	18.2	31.7	662.6	8,574,021	1,859,140	724,112	1,355,016	383,499	1,797,630	274,919
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***2,376.5***	***.9973***	***34.8***	***11.2***	***16.0***	***17.5***	***32.1***	***913.0***	***11,957,232***	***2,613,882***	***1,138,084***	***1,810,825***	***528,440***	***2,405,522***	***415,911***
READING	**321.8**	**.1350**	**35.0**	**10.8**	**15.8**	**18.3**	**31.6**	**123.2**	**1,895,090**	**360,351**	**160,859**	**230,615**	**87,464**	**404,515**	**45,551**
Berks	321.8	.1350	35.0	10.8	15.8	18.3	31.6	123.2	1,895,090	360,351	160,859	230,615	87,464	404,515	45,551
• Reading	78.1	.0328	35.3	12.0	14.6	14.9	35.4	33.1	454,180	61,206	47,844	14,627	33,880	111,747	10,113
SUBURBAN TOTAL	243.7	.1022	34.9	10.4	16.1	19.4	30.5	90.1	1,440,910	299,145	113,015	215,988	53,584	292,768	35,438
SCRANTON - WILKES-BARRE	**737.1**	**.3094**	**36.1**	**10.8**	**14.8**	**17.1**	**34.2**	**278.3**	**3,555,379**	**802,040**	**312,761**	**481,811**	**129,025**	**639,828**	**147,268**
Columbia	63.9	.0269	32.9	14.8	14.8	17.1	29.8	23.2	248,914	65,645	22,983	28,775	9,558	45,495	9,401
Lackawanna	224.8	.0943	36.8	10.8	14.4	16.5	35.6	84.7	1,145,195	255,549	95,682	171,091	37,081	205,832	55,737
• Scranton	83.7	.0351	38.1	11.9	13.9	14.5	38.6	33.3	502,174	98,077	39,601	89,288	13,216	110,051	21,654
Luzerne	342.0	.1435	37.5	10.0	14.5	17.1	35.9	130.5	1,620,391	358,658	147,121	222,966	69,182	288,569	63,585
• Hazleton	26.5	.0111	41.4	9.8	12.8	16.2	41.1	10.9	217,758	50,725	15,625	40,286	10,499	44,601	9,265
• Wilkes-Barre	50.0	.0210	38.2	12.6	13.7	14.9	38.3	20.3	398,848	76,948	36,642	103,653	27,257	22,296	13,170
Monroe	77.9	.0327	34.0	11.3	16.6	18.5	29.8	29.7	439,811	96,232	39,829	53,092	10,849	80,353	14,047
Wyoming	28.5	.0120	31.1	9.7	17.4	17.8	25.4	9.9	101,068	25,956	7,146	5,887	2,355	19,579	4,498
SUBURBAN TOTAL	576.9	.2422	35.5	10.5	15.1	17.8	32.9	213.8	2,436,599	576,290	220,893	248,584	78,053	462,880	103,179
SHARON	**128.7**	**.0540**	**33.8**	**12.1**	**14.8**	**17.3**	**30.9**	**46.8**	**546,658**	**122,343**	**49,473**	**78,864**	**23,826**	**130,541**	**15,488**
Mercer	128.7	.0540	33.8	12.1	14.8	17.3	30.9	46.8	546,658	122,343	49,473	78,864	23,826	130,541	15,488
• Sharon	17.0	.0071	35.2	11.1	15.1	15.3	34.9	6.8	95,189	19,781	7,541	7,703	6,729	26,358	2,850
SUBURBAN TOTAL	111.7	.0469	33.6	12.3	14.7	17.6	30.3	40.0	451,469	102,562	41,932	71,161	17,097	104,183	12,638
STATE COLLEGE	**116.0**	**.0487**	**25.7**	**28.5**	**17.1**	**15.4**	**18.7**	**38.9**	**548,575**	**110,889**	**56,808**	**59,548**	**25,142**	**99,751**	**19,049**
Centre	116.0	.0487	25.7	28.5	17.1	15.4	18.7	38.9	548,575	110,889	56,808	59,548	25,142	99,751	19,049
• State College	34.7	.0146	22.8	61.6	13.9	6.6	10.2	9.9	322,496	55,335	40,393	50,653	12,707	78,608	9,541
SUBURBAN TOTAL	81.3	.0341	30.4	14.3	18.5	19.2	22.4	29.0	226,079	55,554	16,415	8,895	12,435	21,143	9,508
WILLIAMSPORT	**119.9**	**.0503**	**33.0**	**11.5**	**16.0**	**17.5**	**29.2**	**44.1**	**585,246**	**141,921**	**42,842**	**79,426**	**25,531**	**126,820**	**20,029**
Lycoming	119.9	.0503	33.0	11.5	16.0	17.5	29.2	44.1	585,246	141,921	42,842	79,426	25,531	126,820	20,029
• Williamsport	32.9	.0138	31.8	15.5	15.2	14.6	30.5	12.8	214,308	32,294	13,467	27,282	14,680	49,972	7,629
SUBURBAN TOTAL	87.0	.0365	33.4	10.0	16.3	18.7	28.8	31.3	370,938	109,627	29,375	52,144	10,851	76,848	12,400
YORK	**397.5**	**.1669**	**32.6**	**11.1**	**17.3**	**19.1**	**26.8**	**147.3**	**1,805,702**	**401,907**	**154,985**	**217,872**	**80,611**	**380,034**	**48,782**
Adams	70.5	.0296	31.5	12.9	16.3	18.0	26.2	24.7	214,391	56,427	32,347	6,578	7,979	37,668	5,607



IF YOU ARE REALLY SERIOUS
about covering the five county
Pittsburgh-Beaver Valley, Pa. CMSA read on!

For openers, you might be interested in knowing that the Pittsburgh newspapers have a daily circulation penetration in four of these counties; namely, Beaver, Fayette, Washington, and Westmoreland of only 14.1%!

So, as we said, if you're really serious about reaching these consumers, buy the PAMM NEWSPAPER NETWORK! You'll achieve a penetration of 152,809 homes in this four county area which translates to nearly 44%.

Add this coverage to that of the Pittsburgh daily newspapers ... and you'll really cover the Pittsburgh Metro Area! AS A BONUS, in buying the PAMM NEWSPAPER NETWORK, you will not only achieve the above coverage but will cover a total of over a HALF MILLION HOUSEHOLDS in the above four counties as well as in Butler County, Lawrence County, Greene County, and the important 31,867 circulation of the McKeesport Daily News located in southeastern Allegheny County.

So if you're really serious about covering this rich marketplace, why not do it right ... buy the PAMM NEWSPAPER NETWORK.

THE pamm
PITTSBURGH AREA MAJOR MARKET
DAILY NEWSPAPER NETWORK

Our 21st Year

- BEAVER COUNTY TIMES
- BUTLER EAGLE
- GREENSBURG TRIBUNE-REVIEW
- McKEESPORT NEWS
- NEW CASTLE NEWS
- UNIONTOWN HERALD STANDARD
- WASHINGTON OBSERVER REPORTER

UNDUPLICATED CIRCULATION OF 248,650

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

LANDON
A Newspaper Sales & Marketing Company

NEW YORK ■ ATLANTA ■ BOSTON ■ CHICAGO ■ DALLAS ■ DETROIT ■ LOS ANGELES ■ PHILADELPHIA ■ SAN FRANCISCO
BUFFALO ■ CHARLOTTE ■ CINCINNATI ■ CLEVELAND ■ HARRISBURG ■ HARTFORD ■ HOUSTON
KANSAS CITY ■ PITTSBURGH ■ RALEIGH ■ SEATTLE ■ SYRACUSE ■ ALBANY ■ MEMPHIS

PA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
York	327.1	.1373	32.9	10.7	17.4	19.3	27.0	122.6	1,591,311	345,480	122,638	211,294	72,632	342,366	43,175
• York	44.1	.0185	32.4	12.9	16.8	14.6	31.1	18.5	210,307	31,080	22,047	9,109	14,370	54,930	8,581
SUBURBAN TOTAL	353.5	.1484	32.7	10.9	17.1	19.7	26.3	128.8	1,595,395	370,827	132,938	208,763	66,241	325,104	40,201
OTHER COUNTIES															
Armstrong	82.2	.0345	34.5	10.6	14.8	16.9	32.4	31.0	279,006	83,761	20,171	17,519	10,267	59,614	12,663
Bedford	48.3	.0203	33.4	10.0	14.8	18.7	29.0	17.4	192,714	37,341	27,633	3,780	6,092	39,373	6,892
Bradford	64.9	.0272	31.9	10.1	15.6	18.3	26.9	23.3	228,996	55,493	13,262	14,633	6,841	61,224	13,530
Butler	155.3	.0652	31.3	12.5	16.8	18.1	25.8	54.5	625,974	131,391	57,961	81,550	30,278	137,022	20,803
Cameron	6.3	.0026	35.3	9.3	14.9	17.6	32.8	2.6	20,706	6,422	1,147	1,904	325	2,052	1,342
Clarion	45.2	.0189	30.0	17.3	14.3	16.9	26.0	15.2	174,018	36,300	17,112	13,393	5,501	33,799	7,207
Clearfield	84.4	.0355	32.9	10.4	15.2	17.2	29.6	30.5	438,643	96,199	23,656	51,543	18,739	109,172	12,550
Clinton	39.5	.0165	32.6	14.1	14.5	17.3	29.1	14.2	190,918	37,845	10,119	11,958	5,956	37,050	5,951
Crawford	90.8	.0381	32.5	11.2	15.5	17.4	28.8	32.8	368,197	86,202	36,225	38,667	11,626	75,308	10,417
Elk	38.6	.0162	32.9	10.3	14.5	17.6	29.4	13.6	124,951	37,595	6,224	9,932	5,219	28,881	7,048
Forest	5.0	.0021	37.1	8.7	13.8	17.9	34.8	1.9	15,349	4,124	1,691	506	127	2,276	
Franklin	118.0	.0495	33.1	10.5	16.2	19.0	27.9	43.4	472,977	107,490	38,404	54,311	13,755	99,796	19,669
Fulton	13.7	.0058	32.3	10.0	15.6	19.2	26.5	5.1	28,795	9,261	2,791	1,334	544	8,178	1,347
Greene	42.2	.0177	32.5	10.6	16.1	15.9	30.1	15.4	142,948	38,467	8,444	16,097	4,061	37,878	4,747
Huntingdon	43.7	.0184	32.4	12.1	16.2	18.1	27.7	15.2	133,759	36,630	10,828	7,935	3,397	20,441	3,853
Indiana	95.7	.0401	29.4	18.2	15.5	15.5	25.8	32.4	385,441	55,185	31,126	72,291	15,979	96,446	11,301
Jefferson	50.3	.0211	33.7	10.6	14.9	17.0	31.0	18.8	185,8[illegible]	43,545	9,864	11,870	6,489	37,747	6,160
Juniata	20.4	.0086	33.1	10.2	15.7	18.7	28.3	7.4	55,916	13,555	3,453	3,189	1,315	18,680	1,772
Lawrence	106.1	.0445	34.4	11.6	15.1	17.0	32.0	38.8	419,930	114,570	29,855	44,878	14,553	78,106	15,516
McKean	49.9	.0210	34.4	10.2	14.0	16.9	32.3	18.6	196,827	51,423	15,590	21,850	6,323	44,446	9,346
Mifflin	47.5	.0199	34.0	9.5	15.1	18.6	29.9	17.6	172,508	40,262	13,476	17,582	5,479	25,741	12,655
Montour	16.9	.0071	35.1	10.5	15.2	18.1	32.2	5.9	76,721	13,320	6,474	2,102	2,498	34,891	3,688
Northumberland	100.7	.0422	36.7	9.3	14.5	17.3	34.8	39.6	379,636	95,448	19,841	29,196	16,592	86,279	20,257
Pike	21.0	.0088	40.3	7.3	13.7	17.8	39.0	8.4	54,258	11,522	7,671	981	1,204	8,047	1,314
Potter	18.5	.0077	32.7	9.6	14.6	17.5	29.1	6.7	50,664	14,616	2,695	529	2,121	13,509	2,419
Schuylkill	160.3	.0673	38.3	9.1	14.0	16.7	37.1	62.7	661,607	186,429	44,020	101,563	31,938	96,258	30,738
Snyder	35.8	.0150	31.2	13.6	16.8	18.4	25.2	12.2	248,570	41,657	21,412	55,386	9,969	57,521	4,145
Sullivan	6.4	.0027	34.7	11.0	13.3	15.5	34.2	2.2	20,252	3,891	1,272	3,450	196	3,597	974
Susquehanna	40.0	.0168	33.3	9.4	15.1	18.6	28.8	14.2	110,722	26,338	7,621	1,491	3,013	28,324	3,928
Tioga	41.8	.0175	31.3	13.2	14.4	18.1	26.6	14.5	124,181	28,448	10,308	9,870	3,183	27,355	5,108
Union	33.9	.0142	30.8	16.6	16.8	18.3	24.5	10.8	122,703	32,692	17,819	7,263	3,510	19,517	6,397
Venango	65.3	.0274	33.2	10.2	16.5	17.9	29.1	23.9	246,525	55,182	20,300	37,939	10,055	46,679	8,487
Warren	47.5	.0200	34.2	9.6	15.2	18.5	30.3	17.4	448,390	46,016	15,103	24,814	6,346	58,395	8,274
Wayne	38.4	.0161	34.9	9.0	14.6	17.3	32.6	14.2	210,041	45,114	11,911	12,103	10,783	34,182	7,540
TOTAL METRO COUNTIES	**10,090.9**	**4.2352**	**33.7**	**11.7**	**16.1**	**17.8**	**30.1**	**3,769.4**	**52,875,029**	**11,173,914**	**4,761,841**	**6,835,534**	**2,371,032**	**10,487,650**	**1,818,547**
TOTAL STATE	**11,965.4**	**5.0217**	**33.6**	**11.6**	**16.1**	**17.8**	**30.0**	**4,451.8**	**60,483,693**	**12,897,648**	**5,327,320**	**7,618,943**	**2,645,306**	**12,055,434**	**2,106,585**

PA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

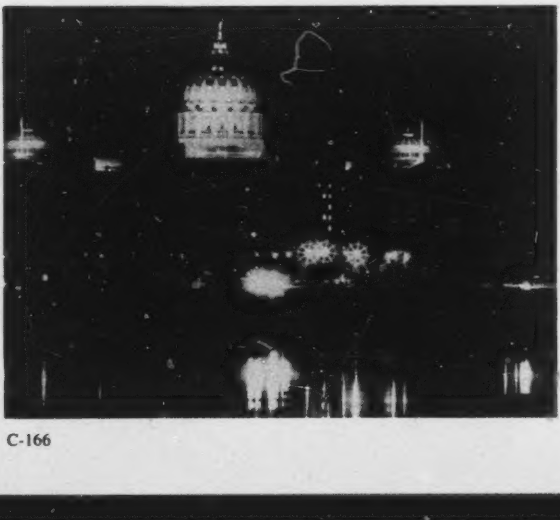
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ALLENTOWN - BETHLEHEM	**7,4[illegible]9,173**	**27,537**	**20.0**	**32.1**	**21.8**	**12.3**	**.2816**
Carbon	5[illegible]3,810	22,400	26.5	35.4	15.0	5.6	.0185
Lehigh	3,436,281	29,411	18.4	30.4	23.9	14.6	.1362
• Allentown	1,191,506	24,313	22.3	30.0	19.5	9.8	.0499
Northampton	2,405,891	25,819	21.2	34.2	19.9	9.1	.0873
• Bethlehem	746,764	24,219	22.2	30.2	18.8	9.7	.0284
• Easton	216,043	18,333	27.2	30.8	10.7	4.6	.0098
Warren, N. J.	*1,081,191*	*30,932*	*17.5*	*30.4*	*23.9*	*17.7*	*.0396*
SUBURBAN TOTAL	5,284,860	29,338	18.7	32.9	23.5	13.9	.1935

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ALTOONA	**1,199,359**	**21,246**	**27.1**	**34.4**	**14.1**	**4.7**	**.0511**
Blair	1,199,359	21,246	27.1	34.4	14.1	4.7	.0511
• Altoona	474,604	19,801	27.8	31.9	13.4	4.2	.0221
SUBURBAN TOTAL	724,755	22,221	26.6	36.1	14.7	5.1	.0290
BEAVER COUNTY	**2,214,474**	**29,238**	**17.8**	**31.3**	**24.4**	**12.0**	**.0784**
Beaver	2,214,474	29,238	17.8	31.3	24.4	12.0	.0784
SUBURBAN TOTAL	2,214,474	29,238	17.8	31.3	24.4	12.0	.0784
ERIE	**2,907,755**	**25,691**	**21.5**	**33.7**	**19.8**	**9.5**	**.1121**
Erie	2.907.755	25.691	21.5	33.7	19.8	9.5	.1121



AMERICA'S 82ND MARKET IS ALSO AMONG AMERICA'S TOP 8 CITIES!

Harrisburg, Pennsylvania. America's 82nd largest metro area is now in elite company. USA Today and the Citizen's Forum on Self-Government named Harrisburg one of the nation's top 8 cities this spring.

An ad in The Harrisburg Patriot-News captures 62% of the adults of this "All-America" city daily and a 79% audience share on Sundays*.

Get details from Bob Cobaugh, at The Patriot-News (717) 255-8203, or any office of Newhouse Newspaper Sales. *Belden Associates, 1983

HARRISBURG PATRIOT-NEWS
A Newhouse Newspaper

cpm CENTRAL PENNSYLVANIA MARKET

SPAN: Suburban Philadelphia Area Newspapers

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

SPAN
PHILADEL‸HIA

SPAN completes your Metro buy

Cover 59.1% with two newspaper buys: the Inquirer/News (45.7%) **AND SPAN (13.4% which includes 11 newspapers with one order, one bill at a discount).** For deeper penetration, the **SPAN PLUS** weekly package provides an additional 13.6% coverage of the metro market. Contact Kevin Griffin Philadelphia: 215-688-5612; Bob Keim in New York: 212-867-1112.

Chester (PA) Delaware County Times/Coatesville (PA) Record/Lansdale (PA) North Penn Reporter/Norristown (PA) Times Herald/Phoenixville (PA) Phoenix/Pottstown (PA) Mercury/Quakertown (PA) Free Press/West Chester (PA) Daily Local News/Ardmor (PA) Main Line Times/Upper Darby (PA) News of Delaware County/Woodbury (NJ) Gloucester County Times.

PA. (cont.)
ESTIMATES

$$ EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
● Erie	1,144,944	22,574	24.1	32.1	16.7	6.9	.0455
Millcreek Township	564,852	30,496	18.0	34.9	24.1	15.2	.0238
SUBURBAN TOTAL	1,762,811	28,055	19.5	34.9	22.3	11.6	.0666
HARRISBURG - LEBANON - CARLISLE	**6,583,147**	**27,245**	**20.2**	**33.9**	**21.2**	**12.0**	**.2587**
Cumberland	2,270,841	29,512	18.1	33.9	23.5	14.5	.0928
● Carlisle	223,277	23,674	23.5	31.7	16.5	11.1	.0139
Dauphin	2,886,384	27,731	19.3	31.5	21.8	13.7	.1089
● Harrisburg	531,127	19,808	25.8	28.5	13.1	7.9	.0233
Lebanon	1,087,999	24,543	23.5	37.4	18.1	6.7	.0445
● Lebanon	247,055	19,634	28.8	31.6	12.6	4.9	.0119
Perry	337,923	22,680	26.9	38.9	14.8	3.8	.0125
SUBURBAN TOTAL	5,581,688	28,747	18.8	34.7	23.0	13.0	.2096
JOHNSTOWN	**2,173,558**	**20,321**	**27.8**	**34.5**	**12.0**	**4.3**	**.0874**
Cambria	1,498,742	20,587	27.1	34.6	12.6	4.3	.0609
● Johnstown	255,119	15,687	29.9	29.0	7.7	1.7	.0129
Somerset	674,816	19,792	29.2	34.4	10.8	4.3	.0265
SUBURBAN TOTAL	1,918,439	21,137	27.5	35.3	12.8	4.8	.0745
LANCASTER	**4,054,902**	**26,858**	**21.2**	**35.0**	**20.9**	**10.7**	**.1587**
Lancaster	4,054,902	26,858	21.2	35.0	20.9	10.7	.1587
● Lancaster	498,305	19,601	29.9	32.1	13.1	3.8	.0254
SUBURBAN TOTAL	3,556,597	28,312	19.5	35.5	22.4	12.1	.1333
PHILADELPHIA	**54,975,694**	**28,146**	**18.9**	**28.5**	**21.2**	**16.1**	**2.0728**
Bucks	6,048,149	32,242	15.6	31.3	26.3	17.5	.2347
Bensalem Township	645,225	28,223	19.4	34.2	23.3	11.2	.0286
Bristol Township	604,209	30,104	16.7	35.9	26.8	10.9	.0211
Chester	4,429,274	33,730	15.3	28.1	24.4	23.3	.1503
Delaware	6,577,588	29,684	18.4	29.8	22.7	16.9	.2502
Chester	340,132	17,678	25.8	25.9	14.0	4.4	.0136
Haverford Township	675,805	35,046	14.9	27.4	26.1	24.0	.0212
Upper Darby Township	974,527	26,004	22.0	32.6	19.9	11.6	.0367
Montgomery	9,412,794	34,067	15.0	28.6	24.3	23.9	.3560
Abington Township	894,689	35,304	14.0	28.4	23.8	26.9	.0330
Lower Merion Township	1,238,262	43,791	12.0	20.3	17.6	43.1	.0440
● Norristown	335,192	22,939	26.1	32.4	17.2	7.8	.0155
Philadelphia	15,609,653	21,140	23.3	27.4	15.8	9.1	.6018
● Philadelphia	15,609,653	21,140	23.3	27.4	15.8	9.1	.6018
Burlington, N. J.	*4,791,422*	*33,779*	*15.5*	*28.9*	*25.7*	*21.8*	*.1715*
Camden, N. J.	*5,679,993*	*29,156*	*18.4*	*27.8*	*21.3*	*18.2*	*.2157*
● Camden	*540,024*	*15,276*	*28.2*	*24.1*	*9.9*	*3.7*	*.0216*
Cherry Hill Township	*1,103,443*	*45,416*	*9.5*	*18.4*	*24.4*	*42.0*	*.0456*
Gloucester Township	*582,131*	*32,622*	*15.3*	*30.9*	*26.4*	*18.4*	*.0178*
Gloucester, N. J.	*2,426,821*	*31,883*	*16.8*	*28.9*	*26.5*	*16.9*	*.0926*
SUBURBAN TOTAL	38,490,825	32,589	16.0	29.2	24.6	20.6	1.4339
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***66,816,109***	***28,512***	***18.7***	***28.5***	***21.3***	***16.6***	***2.5180***
PITTSBURGH	**24,140,697**	**25,779**	**20.9**	**31.3**	**19.5**	**11.4**	**.9091**
Allegheny	16,418,380	26,515	20.4	30.1	20.1	12.9	.6172
● McKeesport	279,384	19,797	24.3	26.8	15.8	7.0	.0115
Penn Hills Township	629,917	30,185	16.5	35.9	25.4	13.1	.0215
● Pittsburgh	4,077,955	20,161	24.5	27.9	14.2	8.2	.1685
Fayette	1,318,916	19,671	25.1	32.3	12.7	4.3	.0542
Washington	2,280,820	25,790	21.6	31.5	20.4	10.3	.0830
Westmoreland	4,122,581	25,924	21.3	34.0	20.0	9.4	.1547
Hempfield Township	482,914	29,259	17.9	36.9	24.3	10.9	.0194
SUBURBAN TOTAL	19,783,358	27,224	20.0	32.0	21.0	12.3	.7291

There is only one NUMBER ONE Suburban Newspaper Buy in Philadelphia

- **Bucks County Courier Times, Levittown, PA**
- **Burlington County Times, Willingboro, N.J.**
- **Intelligencer/Record, Doylestown, PA**

gpn
greater philadelphia newspapers

8400 Route 13, Levittown, PA 19057 · 215-752-6778

Represented Nationally by
SAWYER ● FERGUSON ● WALKER

PA. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***26,355,171***	***26,051***	***20.7***	***31.2***	***19.9***	***11.5***	***.9875***
READING	**3,516,557**	**26,085**	**21.2**	**33.1**	**20.6**	**9.9**	**.1391**
Berks	3,516,557	26,085	21.2	33.1	20.6	9.9	.1391
• Reading	725,629	18,762	26.5	29.3	13.1	4.7	.0312
SUBURBAN TOTAL	2,790,928	28,748	19.3	34.3	23.4	11.8	.1079
SCRANTON – WILKES-BARRE	**6,967,757**	**22,063**	**27.0**	**33.2**	**15.6**	**6.4**	**.2791**
Columbia	595,684	22,782	26.1	35.2	16.0	6.7	.0226
Lackawanna	2,135,834	22,011	26.5	32.1	16.1	6.8	.0862
• Scranton	761,362	19,579	27.9	30.1	13.8	5.0	.0334
Luzerne	3,208,824	21,597	27.7	33.2	14.9	6.0	.1285
• Hazleton	261,467	20,391	29.4	30.9	14.1	6.0	.0123
• Wilkes-Barre	443,848	18,363	28.8	29.3	12.0	4.4	.0220
Monroe	791,584	23,784	25.7	34.5	17.7	7.4	.0320
Wyoming	235,831	21,597	27.7	36.7	13.6	4.4	.0092
SUBURBAN TOTAL	5,501,080	22,874	26.6	34.3	16.3	6.8	.2114
SHARON	**1,210,220**	**23,895**	**23.1**	**35.9**	**17.0**	**6.6**	**.0470**
Mercer	1,210,220	23,895	23.1	35.9	17.0	6.6	.0470
• Sharon	160,258	20,993	24.7	31.0	15.9	5.3	.0067
SUBURBAN TOTAL	1,049,962	24,302	22.9	36.5	17.2	6.9	.0403
STATE COLLEGE	**1,045,378**	**22,388**	**25.2**	**31.2**	**15.6**	**8.8**	**.0427**
Centre	1,045,378	22,388	25.2	31.2	15.6	8.8	.0427
• State College	253,635	15,286	30.0	19.0	9.9	9.4	.0153
SUBURBAN TOTAL	791,743	24,523	23.5	35.5	17.5	8.6	.0274
WILLIAMSPORT	**1,101,966**	**22,265**	**26.2**	**34.7**	**15.3**	**6.0**	**.0451**
Lycoming	1,101,966	22,265	26.2	34.7	15.3	6.0	.0451
• Williamsport	290,850	18,729	29.1	29.9	11.6	5.1	.0134
SUBURBAN TOTAL	811,116	23,682	25.1	36.5	16.9	6.3	.0317
YORK	**4,239,231**	**26,758**	**20.6**	**35.1**	**21.2**	**9.5**	**.1574**
Adams	660,932	24,447	23.5	37.5	17.4	7.2	.0237
York	3,578,299	27,313	20.0	34.6	22.0	10.0	.1337
• York	404,415	18,569	26.8	29.6	13.0	4.0	.0164
SUBURBAN TOTAL	3,834,816	27,844	19.7	35.9	22.4	10.3	.1410
OTHER COUNTIES							
Armstrong	739,729	21,948	25.0	34.6	15.3	4.9	.0278
Bedford	396,901	20,114	28.6	33.0	12.4	4.9	.0163
Bradford	557,015	21,722	25.9	34.7	14.4	5.5	.0216
Butler	1,498,535	25,580	21.1	36.3	19.4	8.0	.0566
Cameron	53,119	18,635	31.2	32.2	11.4	2.0	.0019
Clarion	383,925	22,210	25.4	31.8	17.1	6.1	.0152
Clearfield	742,840	21,786	26.4	33.6	15.5	5.4	.0317
Clinton	298,823	19,046	30.7	35.5	8.7	2.7	.0135
Crawford	832,025	22,409	26.1	33.8	16.1	6.3	.0324
Elk	394,918	26,323	20.7	34.9	20.8	9.7	.0138
Forest	39,456	18,517	32.1	32.9	10.1	2.4	.0016
Franklin	1,207,358	25,498	22.6	35.6	20.3	8.2	.0442
Fulton	104,566	18,722	29.8	34.3	9.2	2.5	.0040
Greene	375,010	22,003	24.4	32.0	16.5	6.0	.0140
Huntingdon	329,594	19,145	29.8	33.5	10.9	3.2	.0132
Indiana	834,659	22,768	24.4	33.7	16.5	6.5	.0331
Jefferson	473,964	22,423	25.2	33.8	15.5	6.7	.0178
Juniata	158,858	18,937	32.2	33.2	10.6	2.8	.0061
Lawrence	1,022,809	24,070	22.2	33.3	18.4	7.6	.0385
McKean	465,235	22,367	25.3	33.8	15.7	6.6	.0177
Mifflin	393,263	20,061	26.8	32.9	13.2	4.0	.0156
Montour	172,466	25,203	23.1	34.8	19.3	9.9	.0065
Northumberland	809,439	18,120	31.2	32.2	9.8	2.7	.0329
Pike	204,686	21,133	28.6	32.2	13.8	7.1	.0069
Potter	151,351	20,349	27.1	33.7	12.9	4.3	.0057
Schuylkill	1,400,700	19,689	30.4	33.4	11.7	4.0	.0559
Snyder	311,210	22,740	26.5	38.0	14.7	5.2	.0148
Sullivan	45,084	17,653	34.5	30.2	9.0	3.1	.0020
Susquehanna	342,013	21,584	27.2	33.9	15.0	5.3	.0124
Tioga	325,039	19,821	28.2	33.5	12.0	4.0	.0127
Union	307,450	24,446	24.7	35.4	17.7	8.2	.0117
Venango	612,397	23,584	22.9	36.6	15.9	6.5	.0231
Warren	414,337	21,606	27.4	36.6	13.5	4.5	.0224
Wayne	308,508	18,549	32.7	31.2	10.5	4.0	.0140
TOTAL METRO COUNTIES	**109,790,441**	**25,927**	**21.1**	**31.3**	**19.6**	**11.8**	**4.2009**
TOTAL STATE	**126,497,923**	**25,213**	**21.9**	**31.7**	**18.9**	**10.9**	**4.8585**

RHODE ISLAND

R.I.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
PROVIDENCE - PAWTUCKET - WOONSOCKET	**878.7**	**.3687**	**33.5**	**12.6**	**16.1**	**17.0**	**30.6**	**318.4**	**4,624,561**	**965,004**	**440,653**	**565,307**	**175,070**	**767,394**	**209,068**
Bristol	46.6	.0195	34.4	12.4	14.6	18.4	30.7	15.4	164,464	39,480	17,863	5,668	2,738	36,853	7,500

It takes 2 buys to dominate the Providence ADI

. . . PANN (the Providence Area Newspaper Network) and the Providence Journal-Bulletin. Together they dominate the ADI with 61% coverage. The PANN Newspaper Network (7 strong daily newspapers) covers 23% of the ADI households with 128,315 ADI circulation; with a total circulation of 145,822.

FALLRIVER HERALD NEWS (MASS.)/NEWPORT NEWS/PAWTUCKET TIMES/WESTERLY SUN/
WEST WARWICK PAWTUXET VALLY DAILY TIMES/WILLIMANTIC CHRONICLE (CONN.)/
WOONSOCKET CALL

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

pann
PROVIDENCE AREA NEWSPAPER NETWORK

R.I. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thou-sands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	House-holds (Thou-sands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Auto-motive ($000)	Drug ($000)
Kent	159.8	.0671	33.3	10.6	16.8	18.5	28.6	56.7	1,078,026	175,638	86,402	268,420	35,090	186,921	40,285
Warwick	88.3	.0371	34.5	10.3	16.3	18.1	31.1	31.6	776,746	101,152	56,692	261,368	27,499	107,202	21,594
Providence	572.8	.2404	34.2	12.7	15.8	16.3	32.3	212.3	2,782,376	619,524	273,312	257,531	116,090	444,490	143,730
Cranston	72.2	.0303	37.8	10.6	15.5	17.0	36.4	26.4	361,253	76,231	36,441	16,767	16,990	55,034	28,591
East Providence	51.4	.0216	35.7	11.1	15.3	16.6	34.2	19.0	308,164	64,943	24,856	18,383	15,421	78,469	16,666
• Pawtucket	72.4	.0304	35.4	11.7	15.3	15.7	34.7	28.9	369,023	78,626	22,021	49,573	11,896	53,773	18,094
• Providence	153.7	.0645	32.0	16.8	16.3	14.0	31.1	59.6	726,684	146,760	85,733	67,491	42,915	115,955	27,274
• Woonsocket	44.7	.0188	33.4	11.0	15.5	15.1	32.5	17.0	255,935	55,861	18,012	31,862	10,805	46,596	12,379
Washington	99.5	.0417	30.2	15.1	18.3	17.4	23.9	34.0	599,695	130,362	63,076	33,680	21,152	99,130	17,553
SUBURBAN TOTAL	607.9	.2550	33.7	11.7	16.3	18.0	29.8	212.9	3,272,919	683,[illegible]	314,887	416,381	109,454	551,070	151,321
OTHER COUNTIES															
Newport	84.3	.0354	31.4	13.3	18.8	18.0	25.2	29.4	499,858	76,801	80,521	33,030	13,478	124,362	18,254
TOTAL METRO COUNTIES	**878.7**	**.3687**	**33.5**	**12.6**	**16.1**	**17.0**	**30.6**	**318.4**	**4,624,561**	**965,004**	**440,653**	**565,307**	**175,070**	**767,394**	**209,068**
TOTAL STATE	**963.0**	**.4041**	**33.3**	**12.6**	**16.4**	**17.0**	**30.2**	**347.8**	**5,124,419**	**1,041,805**	**521,174**	**598,337**	**188,548**	**891,756**	**227,322**

R.I.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
PROVIDENCE - PAWTUCKET - WOONSOCKET	**9,575,547**	**26,412**	**20.6**	**29.7**	**20.0**	**13.3**	**.3668**
Bristol	514,493	28,661	19.9	30.9	19.6	17.3	.0177
Kent	1,875,007	30,425	16.8	30.9	24.1	16.2	.0749
Warwick	1,059,247	30,980	16.3	30.8	24.4	16.8	.0459
Providence	6,077,563	24,631	21.8	28.9	18.7	11.9	.2304
Cranston	855,346	28,625	19.2	30.0	21.9	15.4	.0310
East Providence	570,276	27,518	20.3	30.8	22.5	12.5	.0225
• Pawtucket	745,156	22,864	23.4	30.8	17.2	8.4	.0291
• Providence	1,499,085	19,174	25.6	26.2	13.1	8.8	.0588
• Woonsocket	420,599	21,358	23.7	28.9	16.2	7.7	.0178
Washington	1,108,484	28,986	19.1	32.5	21.7	15.4	.0438
SUBURBAN TOTAL	6,910,707	29,301	18.4	30.7	22.6	15.7	.2611
OTHER COUNTIES							
Newport	994,448	29,049	18.8	29.2	22.1	16.8	.0378
TOTAL METRO COUNTIES	**9,575,547**	**26,412**	**20.6**	**29.7**	**20.0**	**13.3**	**.3668**
TOTAL STATE	**10,569,995**	**26,622**	**20.4**	**29.7**	**20.2**	**13.6**	**.4046**

6

The Providence Journal-Bulletin delivers a $6 billion + retail sales market.

★The Sunday Journal has 637,400 adult readers for 72.2% reach.

★The daily Journal-Bulletin has 547,600 adult readers for 62.1% reach.

Talk about growth! Our market grew by 17.6% in retail sales from 1982 to 1983. It includes all Rhode Island plus seven cities and towns in southeastern Massachusetts. This huge market is the second most densely populated urban area in America with a population of 1,160,794 persons and 418,092 households.
Write or call Bill Peckham, General Advertising Manager, Providence Journal Co., 75 Fountain St., Providence, R.I. 02902 / (401) 277-7172.

The Providence Journal-Bulletin

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.
Member, Metropolitan Sunday Newspapers, Inc.

Source: Scarborough's National Newspaper Audience Ratings Study, 1983-Providence Market; ©S&MM 1983 and 1984 Survey of Buying Power; National Planning Data Corp. 1984.

SOUTH CAROLINA

S.C. S&MM ESTIMATES	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				16–24 Years	25–34 Years	35–49 Years	50 & Over								
ANDERSON	**144.2**	**.0606**	**32.4**	**10.8**	**16.6**	**19.7**	**25.9**	**53.1**	**636,316**	**149,513**	**46,522**	**74,167**	**34,882**	**139,638**	**24,008**
Anderson	144.2	.0606	32.4	10.8	16.6	19.7	25.9	53.1	636,316	149,513	46,522	74,167	34,882	139,638	24,008
• Anderson	28.1	.0118	34.1	12.7	14.5	15.8	33.0	11.1	395,126	76,482	32,237	51,425	18,286	85,698	15,110
SUBURBAN TOTAL	116.1	.0488	32.0	10.3	17.1	20.7	24.2	42.0	241,190	73,031	14,285	22,742	16,596	53,940	8,898
CHARLESTON	**484.0**	**.2032**	**27.7**	**16.3**	**19.4**	**17.6**	**18.2**	**162.0**	**2,351,498**	**515,204**	**232,541**	**265,721**	**126,637**	**611,110**	**57,460**
Berkeley	118.3	.0497	26.7	13.2	19.9	18.9	14.6	38.7	226,573	67,777	17,224	18,894	8,593	53,336	8,798
Charleston	292.6	.1228	27.9	18.8	19.1	16.3	20.1	99.0	1,882,208	371,466	198,851	230,735	108,999	496,318	37,925
• Charleston	67.3	.0282	30.4	18.2	17.4	14.6	27.3	25.4	865,177	152,261	101,855	94,298	46,749	270,045	14,360
North Charleston	67.8	.0285	24.1	30.4	21.1	12.9	11.9	20.2	522,572	99,100	61,353	83,541	38,667	136,543	5,870
Dorchester	73.1	.0307	28.5	11.2	19.1	20.7	16.9	24.3	242,717	75,961	16,466	16,092	9,045	61,456	10,737
SUBURBAN TOTAL	416.7	.1750	27.3	16.0	19.5	13.1	16.8	136.6	1,486,321	362,943	130,686	171,423	79,888	341,065	43,100
CHARLOTTE - GASTONIA - ROCK HILL	**1,031.6**	**.4329**	**31.5**	**11.7**	**18.1**	**19.7**	**24.1**	**376.6**	**6,117,975**	**1,394,393**	**500,340**	**632,286**	**308,698**	**1,570,180**	**182,640**
York	116.7	.0490	30.2	12.6	17.3	19.3	22.4	40.1	549,238	157,187	49,121	43,329	23,222	128,007	20,824
• Rock Hill	38.4	.0161	29.0	16.9	16.8	15.4	24.5	13.4	335,010	84,391	32,631	38,736	16,782	53,491	13,382
Cabarrus, N. C.	*91.5*	*.0384*	*33.6*	*10.4*	*16.1*	*19.8*	*28.0*	*33.2*	*501,810*	*116,098*	*32,821*	*57,393*	*25,895*	*137,668*	*16,125*
• Kannapolis	*32.2*	*.0135*	*34.9*	*10.8*	*14.7*	*17.5*	*32.3*	*12.3*	*195,494*	*44,010*	*12,364*	*38,901*	*11,678*	*37,628*	*6,253*
Gaston, N. C.	*167.5*	*.0703*	*31.9*	*10.8*	*17.1*	*19.4*	*25.3*	*59.4*	*829,828*	*216,408*	*63,471*	*125,481*	*29,758*	*184,912*	*33,652*
• Gastonia	*47.8*	*.0201*	*33.2*	*10.3*	*16.4*	*17.9*	*29.1*	*17.7*	*527,939*	*108,351*	*37,785*	*108,912*	*20,196*	*127,993*	*19,398*
Lincoln, N. C.	*46.8*	*.0196*	*32.1*	*10.3*	*17.3*	*20.6*	*24.3*	*16.8*	*152,292*	*41,848*	*11,304*	*13,004*	*5,982*	*35,066*	*7,273*
Mecklenburg, N. C.	*429.6*	*.1803*	*30.9*	*12.5*	*19.7*	*19.9*	*22.0*	*163.2*	*3,218,314*	*574,414*	*293,948*	*323,978*	*194,856*	*889,131*	*79,164*
• Charlotte	*333.8*	*.1401*	*30.8*	*12.4*	*20.4*	*19.0*	*22.4*	*130.1*	*2,857,812*	*445,761*	*261,453*	*295,701*	*178,919*	*856,881*	*70,205*
Rowan, N. C.	*102.1*	*.0429*	*34.4*	*11.1*	*15.6*	*18.5*	*30.6*	*38.2*	*557,896*	*206,288*	*32,575*	*33,555*	*19,674*	*115,956*	*17,037*
Union, N. C.	*77.4*	*.0324*	*30.3*	*11.6*	*17.2*	*20.1*	*21.8*	*25.7*	*308,597*	*82,150*	*17,100*	*35,546*	*9,311*	*79,440*	*8,565*
SUBURBAN TOTAL	579.4	.2431	31.9	11.2	17.1	20.5	24.2	203.1	2,201,720	711,880	156,107	150,036	81,123	494,187	73,402
COLUMBIA	**440.3**	**.1848**	**28.9**	**16.1**	**19.9**	**18.2**	**19.6**	**154.2**	**2,241,618**	**412,166**	**212,670**	**299,350**	**104,231**	**524,478**	**40,565**
Lexington	160.2	.0672	30.1	11.4	19.3	21.4	19.1	57.9	615,979	174,696	59,490	36,123	19,897	123,820	22,445
Richland	280.1	.1176	28.2	18.7	20.4	16.3	19.8	96.3	1,625,639	237,470	153,180	263,227	84,334	400,658	38,120
• Columbia	98.1	.0412	27.1	26.8	19.2	12.3	22.6	32.0	760,359	136,429	74,180	77,785	47,666	191,899	23,404
SUBURBAN TOTAL	342.2	.1436	29.3	13.0	20.1	19.9	18.7	122.2	1,481,259	275,737	138,490	221,565	56,565	332,579	37,161
FLORENCE	**117.2**	**.0492**	**29.7**	**11.3**	**17.9**	**18.6**	**21.9**	**40.3**	**619,112**	**123,877**	**40,961**	**80,890**	**28,073**	**147,136**	**19,595**
Florence	117.2	.0492	29.7	11.3	17.9	18.6	21.9	40.3	619,112	123,877	40,961	80,890	28,073	147,136	19,595
• Florence	32.1	.0135	30.7	11.0	18.4	16.8	25.3	11.8	414,114	76,739	33,207	61,045	19,454	106,454	13,651
SUBURBAN TOTAL	85.1	.0357	29.3	11.4	17.7	19.3	20.7	28.5	204,998	47,138	7,754	19,845	8,619	40,682	5,944
GREENVILLE - SPARTANBURG	**605.0**	**.2538**	**31.3**	**12.9**	**17.5**	**19.4**	**24.1**	**222.1**	**3,117,321**	**685,538**	**257,667**	**378,954**	**163,055**	**670,648**	**98,842**
Greenville	305.4	.1281	31.3	12.6	17.8	19.5	23.9	114.0	1,780,245	347,749	143,299	254,499	105,022	388,302	47,073
• Greenville	57.8	.0243	31.8	15.8	17.2	15.0	29.6	23.3	870,426	109,266	66,590	177,954	65,260	236,813	18,855
Pickens	86.1	.0361	29.1	18.4	16.5	18.4	21.9	29.8	321,625	76,431	34,680	26,327	10,990	70,144	15,124
Spartanburg	213.5	.0896	32.1	11.1	17.2	19.6	25.5	78.3	1,015,451	261,358	79,688	98,128	47,043	212,202	36,645
• Spartanburg	44.9	.0188	32.2	13.3	17.0	16.0	29.2	17.4	526,485	93,805	43,625	57,613	26,556	136,981	22,287
SUBURBAN TOTAL	502.3	.2107	31.2	12.5	17.5	20.2	23.1	181.4	1,720,410	482,467	147,452	143,387	71,239	296,854	57,700
OTHER COUNTIES															
Abbeville	23.3	.0098	31.8	12.1	15.5	17.3	27.8	8.4	46,244	20,867	3,267	4,274	901	5,785	3,298
☐ Aiken	112.6	.0473	31.3	11.0	16.5	19.0	24.8	41.7	451,953	117,225	29,767	52,879	10,709	97,859	21,154
Allendale	11.1	.0046	29.8	10.2	16.6	15.3	26.1	3.7	27,518	11,239	1,037	161	1,051	6,565	668
Bamberg	18.4	.0077	28.7	14.4	14.9	15.5	25.1	6.0	47,729	17,335	3,372	3,218	2,733	6,992	3,138
Barnwell	20.7	.0087	29.7	10.5	16.6	16.6	24.5	7.1	52,407	22,662	3,036	2,016	2,476	8,161	2,979

Choose the Market that is: #1 in Income, Population, Households and Total Retail Sales In South Carolina.

Greenville/Spartanburg is not only #1, but we outdistance the next largest S.C. market by far. Population: 25% larger; households: 37%; retail sales: 33%, etc. So, when you want the #1 market, choose the state's #1 newspapers: *The Greenville News & Greenville Piedmont.* You demand the best. We deliver it. Call us today: (803) 298-4342.

The Greenville News
GREENVILLE PIEDMONT

Source: S&MM, 1985 Survey of Buying Power. Further reproduction prohibited.

Represented Nationally by Sawyer-Ferguson-Walker.

S.C. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

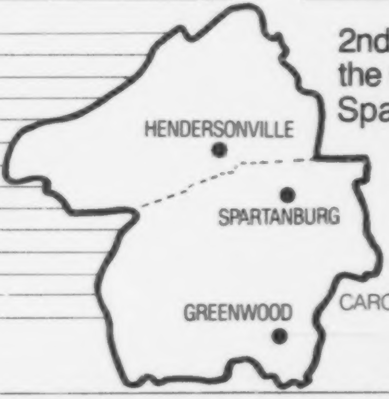
RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Beaufort	75.0	.0314	25.6	22.7	17.9	13.1	20.1	25.0	479,217	108,002	58,170	23,728	41,863	103,035	9,348
Calhoun	12.9	.0054	30.3	11.3	16.0	16.7	25.8	4.3	17,821	6,227	381	187	707	4,584	635
Cherokee	42.1	.0177	31.4	10.4	16.7	19.0	25.0	14.6	159,510	48,687	13,221	19,206	6,001	22,428	6,872
Chester	30.8	.0129	31.8	10.4	15.7	17.6	27.3	10.5	99,153	32,033	7,158	7,540	3,092	20,051	6,280
Chesterfield	39.6	.0166	30.7	10.4	16.9	18.0	24.7	14.2	121,145	34,218	5,829	9,940	4,995	20,279	6,667
Clarendon	28.4	.0119	29.3	11.8	15.9	15.8	25.2	9.4	83,387	15,178	5,098	4,245	3,315	21,022	3,477
Colleton	33.8	.0142	30.7	10.4	16.0	17.5	25.7	11.6	131,698	32,707	10,132	7,744	9,844	14,767	6,293
Darlington	65.4	.0275	29.7	10.9	17.2	17.8	23.1	22.3	216,184	46,317	13,789	17,564	7,570	57,643	11,235
Dillon	31.7	.0133	27.9	11.3	15.8	15.8	23.0	10.1	131,214	28,249	11,405	9,288	6,611	21,704	5,301
Edgefield	18.0	.0075	30.1	10.9	16.9	17.3	24.5	6.0	49,884	11,582	1,312	646	1,803	24,233	1,298
Fairfield	20.7	.0087	30.2	11.2	15.8	15.8	26.6	6.6	45,841	13,409	2,535	4,156	1,243	7,866	2,813
Georgetown	46.9	.0197	28.9	11.1	16.9	16.6	23.1	15.8	241,233	64,344	28,394	14,709	13,842	60,740	6,479
Greenwood	60.7	.0255	32.3	11.2	16.3	18.8	26.8	22.2	311,356	87,190	21,612	35,756	15,571	53,714	11,647
Hampton	19.0	.0080	30.1	10.2	16.3	16.3	25.6	6.7	72,038	20,081	2,284	3,694	2,966	15,664	2,462
Horry	121.4	.0509	30.3	12.6	17.6	18.3	23.3	44.9	1,000,812	210,035	149,851	98,893	75,200	196,861	26,945
Jasper	15.7	.0066	28.7	10.9	15.4	16.8	23.4	5.3	69,378	12,140	5,423	979	3,880	7,354	1,216
Kershaw	41.2	.0173	31.0	10.6	16.8	18.7	24.5	14.9	189,533	44,327	12,477	18,658	7,023	52,462	6,735
Lancaster	56.7	.0238	31.0	10.8	17.0	19.2	24.0	19.7	208,679	55,210	13,170	19,682	20,216	29,294	7,736
Laurens	53.3	.0224	32.2	11.4	16.1	18.7	26.9	18.0	172,098	51,258	7,515	19,753	5,312	39,294	8,472
Lee	19.0	.0080	28.0	12.3	15.6	15.8	23.4	5.9	45,810	9,749	2,694	2,198	[illegible]	12,164	174
McCormick	7.7	.0032	29.9	11.5	15.4	16.0	26.2	2.4	11,418	4,331	536	678	701	1,200	918
Marion	35.4	.0149	29.3	10.7	16.9	16.1	24.2	11.8	116,339	34,172	5,943	7,770	6,024	22,070	7,841
Marlboro	32.7	.0137	29.2	10.9	15.4	16.6	24.5	10.5	79,635	26,948	5,039	4,700	2,736	18,367	3,394
Newberry	31.8	.0133	34.0	11.4	14.8	17.5	31.0	11.9	130,179	35,283	8,390	12,930	7,785	26,044	5,168
Oconee	51.6	.0217	32.3	10.6	16.6	20.3	25.3	19.7	173,887	43,399	10,519	12,340	7,873	44,557	8,247
Orangeburg	87.7	.0368	29.0	13.9	15.9	16.3	24.1	29.2	329,678	62,099	24,049	28,496	17,049	78,571	12,564
Saluda	17.2	.0072	32.5	10.3	15.0	17.8	28.4	5.9	43,013	14,511	1,282	1,527	2,391	8,724	2,120
Sumter	92.8	.0390	27.6	14.3	17.3	17.7	19.4	30.4	399,880	73,118	24,670	35,269	17,932	102,926	9,014
Union	31.1	.0130	32.7	10.7	16.0	18.5	27.9	11.0	112,007	34,749	6,465	8,523	4,539	14,661	7,309
Williamsburg	39.6	.0166	28.1	11.0	16.1	15.2	23.7	12.5	101,535	29,996	3,739	5,297	6,843	23,388	3,815
TOTAL METRO COUNTIES	**2,020.0**	**.8479**	**29.7**	**14.0**	**18.3**	**18.7**	**21.7**	**713.5**	**9,967,056**	**2,160,710**	**869,249**	**1,195,290**	**490,809**	**2,318,876**	**382,448**
TOTAL STATE	**3,353.4**	**1.4074**	**29.8**	**13.3**	**17.7**	**18.1**	**22.7**	**1,172.0**	**15,484,516**	**3,502,412**	**1,343,043**	**1,641,055**	**805,649**	**3,472,046**	**586,986**

S.C.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANDERSON	**1,264,991**	**21,896**	**24.9**	**35.3**	**14.5**	**5.1**	**.0514**
Anderson	1,264,991	21,896	24.9	35.3	14.5	5.1	.0514
• Anderson	243,885	17,953	28.2	28.4	10.4	5.8	.0162
SUBURBAN TOTAL	1,021,106	22,867	24.0	37.2	15.6	4.9	.0352
CHARLESTON	**4,148,059**	**21,717**	**26.2**	**32.3**	**15.5**	**6.6**	**.1755**
Berkeley	935,089	22,311	26.5	35.8	15.9	4.6	.0332
Charleston	2,619,029	21,192	26.5	30.0	15.2	7.7	.1191
• Charleston	640,323	19,390	25.7	26.5	12.8	9.3	.0381
North Charleston	570,844	18,137	33.1	30.3	10.8	2.9	.0289
Dorchester	593,941	22,768	24.6	36.0	16.2	4.9	.0232
SUBURBAN TOTAL	3,507,736	22,090	26.2	33.4	16.0	6.1	.1374
CHARLOTTE - GASTONIA - ROCK HILL	**10,635,731**	**25,356**	**22.4**	**33.5**	**19.5**	**9.8**	**.4348**
York	1,113,257	25,365	21.8	34.0	19.9	8.8	.0441
• Rock Hill	330,938	21,650	25.8	32.4	16.2	5.5	.0174
Cabarrus, N. C.	*932,141*	*25,832*	*22.6*	*33.3*	*20.5*	*9.2*	*.0375*
• Kannapolis	*309,608*	*23,178*	*25.2*	*35.1*	*16.9*	*6.0*	*.0132*
Gaston, N. C.	*1,640,837*	*25,259*	*22.2*	*34.8*	*19.5*	*8.6*	*.0652*
• Gastonia	*482,405*	*23,533*	*24.1*	*30.7*	*16.6*	*10.5*	*.0256*
Lincoln, N. C.	*451,069*	*24,959*	*21.7*	*37.6*	*18.8*	*7.4*	*.0163*
Mecklenburg, N. C.	*4,834,014*	*26,128*	*21.9*	*31.4*	*20.3*	*12.2*	*.2043*
• Charlotte	*3,740,866*	*25,021*	*25.0*	*31.7*	*18.6*	*11.6*	*.1667*
Rowan, N. C.	*999,206*	*23,803*	*24.3*	*36.1*	*17.1*	*6.6*	*.0409*
Union, N. C.	*665,207*	*23,558*	*24.1*	*36.4*	*16.2*	*6.7*	*.0265*
SUBURBAN TOTAL	5,771,914	26,067	21.4	34.9	20.6	9.2	.2119
COLUMBIA	**4,538,439**	**25,161**	**23.2**	**31.5**	**19.5**	**10.7**	**.1769**
Lexington	1,633,864	26,162	22.1	33.6	21.8	9.0	.0593
Richland	2,904,575	24,530	23.7	30.4	18.0	11.8	.1176
• Columbia	935,846	19,738	27.8	26.1	13.3	10.0	.0440
SUBURBAN TOTAL	3,602,393	26,514	21.9	33.0	21.1	10.9	.1329
FLORENCE	**887,008**	**19,015**	**27.6**	**30.7**	**11.6**	**5.0**	**.0413**



CAROLINAS WEST NEWSPAPER NETWORK
1 Buy–1 Order–1 Bill

2nd biggest buy in the Greenville—Spartanburg—Asheville ADI

1. Greenville	18%
2. CAROLINAS WEST	**13%**
3. Asheville	11%
4. Anderson	8%
ADI Coverage:	50%

CAROLINAS WEST – Nationally Marketed by
TURN TO LANDON FOR RESULTS
(SEE PAGE 8-26)

SOUTH CAROLINA'S #1 MARKET

SOUTH CAROLINA
Greenville Co.
Spartanburg Co.
Pickens Co.
SPARTANBURG
GREENVILLE

PACKED WITH POTENTIAL, GET THE RESULTS YOU WANT WITH THE **SPARTANBURG HERALD-JOURNAL**. THE GROWING GREENVILLE/SPARTANBURG MARKET HAS MORE PEOPLE SPENDING MORE MONEY THAN ANY OTHER MARKET IN SOUTH CAROLINA.

GREENVILLE/SPARTANBURG METRO	POTENTIAL	RANKING
ESTIMATED BUYING INCOME	$5.4-BILLION	#1
RETAIL SALES	$3.1-BILLION	#1
FOOD SALES	$685.5-MILLION	#1
AUTO SALES	$670.6-MILLION	#1

NYT
THE NEW YORK TIMES
REGIONAL NEWSPAPER GROUP

Represented nationally by:
Landon Associates, Inc.
New York 212-867-1112
Atlanta 404-261-5875
Charlotte, NC 704-525-4071

Spartanburg Herald-Journal
803-582-4511

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

Source: Sales & Marketing Management, 1985 Survey of Buying Power.

S.C. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Florence	887,008	19,015	27.6	30.7	11.6	5.0	.0413
• Florence	275,647	19,694	27.1	30.2	12.2	6.8	.0176
SUBURBAN TOTAL	611,361	18,757	27.8	30.9	11.3	4.3	.0237
GREENVILLE - SPARTANBURG	**5,434,481**	**21,540**	**25.8**	**33.3**	**14.3**	**6.2**	**.2283**
Greenville	2,691,462	20,814	26.8	33.7	12.9	5.6	.1191
• Greenville	513,616	16,792	29.8	26.0	8.7	6.5	.0350
Pickens	799,638	23,634	24.1	34.6	17.2	7.2	.0301
Spartanburg	1,943,381	21,828	24.8	32.7	15.4	6.5	.0791
• Spartanburg	410,214	18,782	26.5	27.0	12.4	7.5	.0239
SUBURBAN TOTAL	4,510,651	22,430	25.1	34.9	15.3	6.0	.1694
OTHER COUNTIES							
Abbeville	178,837	19,485	26.3	33.9	11.8	2.8	.0064
☐ Aiken	1,083,113	23,477	22.8	32.3	18.2	7.9	.0410
Allendale	60,031	12,481	29.5	22.5	4.5	2.8	.0027
Bamberg	121,160	16,120	31.0	26.2	9.9	3.6	.0051
Barnwell	143,334	16,995	29.4	27.5	10.8	3.3	.0056
Beaufort	822,193	24,336	23.6	31.3	15.8	13.3	.0334
Calhoun	77,361	15,667	30.1	26.9	8.5	2.2	.0030
Cherokee	307,740	19,283	28.1	34.4	10.3	3.3	.0130
Chester	225,505	19,221	27.9	32.0	12.5	3.7	.0093
Chesterfield	270,374	16,468	31.5	28.1	8.1	2.8	.0114
Clarendon	169,725	15,279	30.9	26.2	7.2	2.8	.0077
Colleton	211,788	15,667	30.6	27.4	7.6	2.7	.0099
Darlington	469,909	18,152	26.9	28.5	12.6	4.2	.0196
Dillon	185,775	15,230	30.6	26.8	6.6	3.4	.0094
Edgefield	107,579	15,070	28.9	26.9	7.4	2.6	.0047
Fairfield	128,156	17,500	26.7	30.9	10.2	2.5	.0054
Georgetown	312,646	17,401	26.9	30.7	8.9	3.6	.0156
Greenwood	502,960	19,794	27.8	31.7	13.2	4.6	.0221
Hampton	120,005	14,291	27.9	24.9	5.8	4.3	.0056
Horry	1,136,150	21,309	27.8	31.7	13.7	8.0	.0552
Jasper	102,912	16,311	27.0	25.7	11.0	3.5	.0050
Kershaw	358,915	21,507	23.4	32.1	14.9	6.7	.0148
Lancaster	495,413	23,472	23.7	35.3	17.0	6.2	.0192
Laurens	438,757	22,191	24.9	35.1	15.2	5.1	.0170
Lee	106,463	15,478	30.1	27.2	7.3	2.2	.0048
McCormick	52,938	19,370	25.3	29.6	14.0	5.1	.0019
Marion	221,093	15,708	31.7	27.0	7.8	2.9	.0100
Marlboro	198,540	16,385	29.0	30.0	7.3	2.9	.0085
Newberry	285,866	21,623	23.5	33.1	14.9	5.9	.0111
Oconee	422,823	19,288	28.3	34.1	10.4	3.5	.0167
Orangeburg	592,255	16,521	27.7	26.4	10.7	4.1	.0264
Saluda	121,407	18,396	26.4	32.2	10.4	2.8	.0048
Sumter	686,197	18,820	29.4	29.6	12.5	4.7	.0304
Union	218,545	18,674	29.5	35.5	8.8	1.6	.0094
Williamsburg	227,482	16,333	31.0	29.3	6.9	2.3	.0100
TOTAL METRO COUNTIES	**18,469,348**	**22,491**	**25.0**	**32.7**	**16.1**	**7.3**	**.7585**
TOTAL STATE	**28,550,182**	**20,969**	**26.0**	**31.8**	**14.3**	**6.4**	**1.1996**

SOUTH DAKOTA

S.D.
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
RAPID CITY	**75.3**	**.0316**	**28.1**	**15.8**	**18.8**	**16.9**	**20.2**	**28.2**	**564,271**	**100,233**	**47,376**	**79,532**	**28,789**	**142,902**	**13,755**
Pennington	75.3	.0316	28.1	15.8	18.8	16.9	20.2	28.2	564,271	100,233	47,376	79,532	28,789	142,902	13,755
• Rapid City	51.3	.0215	28.9	16.3	18.4	16.8	21.9	19.2	515,182	94,030	41,657	78,023	25,822	140,125	12,378
SUBURBAN TOTAL	24.0	.0101	26.6	14.5	19.7	17.1	16.4	9.0	49,089	6,203	5,719	1,509	2,967	2,777	1,377
SIOUX FALLS	**119.6**	**.0502**	**30.1**	**13.8**	**18.6**	**16.7**	**24.1**	**46.1**	**824,380**	**133,599**	**65,396**	**110,160**	**40,368**	**212,785**	**36,477**
Minnehaha	119.6	.0502	30.1	13.8	18.6	16.7	24.1	46.1	824,380	133,599	65,396	110,160	40,368	212,785	36,477
• Sioux Falls	89.9	.0377	30.2	15.1	18.8	16.2	24.9	35.8	743,426	124,944	61,669	107,674	33,390	199,905	35,144
SUBURBAN TOTAL	29.7	.0125	29.5	9.6	18.3	18.3	21.6	10.3	80,954	8,655	3,727	2,486	6,978	12,880	1,333
OTHER COUNTIES															
Aurora	3.4	.0014	36.5	8.1	12.0	15.8	35.7	1.1	6,351	1,263	858	218	198	1,912	
Beadle	18.3	.0077	33.9	10.9	15.2	16.3	31.9	7.4	104,711	19,410	8,999	9,034	5,671	24,236	2,095
Bennett	3.2	.0014	28.4	9.8	14.9	15.8	24.3	1.0	17,731	4,230	662	199	197	6,967	137
Bon Homme	8.1	.0034	35.1	13.4	12.1	14.2	35.9	3.1	28,922	8,092	1,859	201	448	5,370	600

S.D. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1984 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Brookings	25.4	.0106	25.5	27.5	15.5	12.8	22.4	8.6	121,297	33,909	11,556	6,930	3,866	21,422	3,658
Brown	37.6	.0158	30.6	14.5	16.1	15.9	26.9	14.3	237,471	42,087	21,516	27,593	12,026	61,145	8,279
Brule	5.2	.0022	33.6	8.3	14.2	16.2	31.8	2.0	36,731	2,960	2,031	139	327	14,184	2,085
Buffalo	1.8	.0007	21.5	11.9	12.6	15.8	15.8	.4	2,164	1,065					
Butte	8.5	.0036	32.4	9.7	16.0	16.2	29.7	3.3	44,717	9,851	3,264	2,520	331	15,222	1,211
Campbell	2.1	.0009	40.1	7.2	11.4	18.6	37.6	.8	8,267	1,349	415		98	4,360	
Charles Mix	9.7	.0041	32.7	8.8	12.6	16.4	30.7	3.3	32,280	10,037	2,502	243	937	6,587	675
Clark	4.9	.0020	38.9	7.4	12.7	15.7	38.3	1.9	12,948	1,590	1,045		399	4,505	1,142
Clay	13.6	.0057	24.5	31.7	15.7	12.3	19.8	4.9	42,761	9,716	6,202	1,729	1,337	9,256	1,995
Codington	22.0	.0093	31.4	12.3	15.6	15.8	28.5	8.3	153,116	32,544	8,568	11,373	6,732	32,119	5,029
Corson	5.1	.0021	25.4	12.1	13.1	16.4	21.0	1.5	6,086	1,812	635	809	132	147	188
Custer	6.9	.0029	32.4	9.1	17.8	18.5	26.8	2.6	22,860	6,434	2,944	569	205	2,912	866
Davison	18.2	.0076	31.8	13.4	15.2	14.9	30.1	7.3	124,886	22,857	15,909	11,366	6,229	27,308	1,500
Day	8.0	.0034	37.6	7.8	12.7	14.4	38.2	3.0	25,210	5,004	1,673	1,114	560	6,694	915
Deuel	5.2	.0022	36.4	8.6	12.3	16.2	35.3	1.9	11,667	1,946	1,142	759	453	4,183	225
Dewey	5.7	.0024	25.0	11.5	13.8	15.4	20.9	1.2	17,176	5,913	1,655	1,717	437	1,268	1,145
Douglas	4.2	.0017	35.3	9.4	11.3	15.9	34.4	1.4	9,238	2,486	993	223	341	2,109	160
Edmunds	5.1	.0022	37.6	7.0	11.5	16.2	36.7	1.8	20,718	3,749	925		975	7,146	467
Fall River	8.8	.0037	36.0	8.3	14.9	15.4	35.6	3.4	32,151	8,692	2,906	997	1,089	1,626	1,286
Faulk	3.1	.0013	37.8	7.1	12.2	16.9	36.1	1.2	6,907	1,100	462	1,461	121	563	209
Grant	9.2	.0038	33.0	9.0	14.3	15.7	31.4	3.3	40,380	5,789	2,157	572	2,427	15,340	1,455
Gregory	5.8	.0025	36.3	8.7	13.0	15.4	36.0	2.1	23,525	6,018	1,702	559	1,015	6,613	756
Haakon	2.9	.0012	29.5	10.5	16.0	14.8	26.4	1.0	16,442	2,224	1,124	989	371	7,528	1,172
Hamlin	5.3	.0022	39.0	7.3	11.5	14.2	39.7	1.9	14,705	2,367	1,181		171	347	389
Hand	4.6	.0019	36.7	7.8	13.0	16.9	35.1	1.8	18,522	6,110	1,278	1,535	390	2,650	2,040
Hanson	3.4	.0015	33.5	8.5	11.8	16.8	31.5	1.1	3,882	713	395		364	404	
Harding	1.8	.0007	31.7	10.4	16.0	16.2	28.5	.6	3,660	493	588			115	145
Hughes	15.3	.0064	30.5	9.6	19.1	18.6	22.8	6.0	92,322	17,876	5,845	7,402	3,673	29,320	2,445
Hutchinson	9.0	.0038	40.3	7.2	12.2	15.4	40.1	3.4	33,071	8,043	2,137	990	431	4,408	6,347
Hyde	2.0	.0008	37.2	8.0	11.3	16.9	35.5	.8	6,519	1,897	71		173	1,460	142
Jackson	4.1	.0018	27.6	9.1	14.2	16.5	23.0	1.2	14,624	1,528	747		123	229	
Jerauld	2.9	.0012	38.1	7.0	13.0	15.9	37.7	1.1	13,653	3,387	627	626		5,237	538
Jones	1.5	.0006	34.4	7.9	14.2	17.5	31.7	.6	18,283	3,296	595		599	5,775	
Kingsbury	6.4	.0027	40.3	8.0	12.0	15.4	40.0	2.6	18,629	5,668	1,636	734	1,320	1,660	850
Lake	10.9	.0046	32.7	14.9	13.9	13.4	33.4	4.1	45,916	5,331	3,948	1,851	1,964	21,175	1,379
Lawrence	19.0	.0079	30.1	16.1	16.2	14.6	27.3	7.5	81,980	22,542	10,152	3,241	2,227	20,912	1,938
Lincoln	15.0	.0063	32.4	9.1	15.8	16.6	29.3	5.1	31,002	9,316	2,748	744	2,018	2,632	1,239
Lyman	3.9	.0017	29.7	9.9	14.1	16.3	26.2	1.3	15,046	7,654	1,312			116	759
McCook	6.2	.0026	36.6	7.9	12.1	15.3	36.4	2.3	21,259	2,606	1,343	488	174	6,478	228
McPherson	3.7	.0015	42.6	7.2	10.9	16.4	41.8	1.5	8,514	1,969	909	169	274	509	489
Marshall	5.1	.0022	37.7	7.4	12.1	17.5	35.9	2.0	15,898	3,146	1,420	599	459	3,259	557
Meade	22.4	.0094	27.4	14.1	19.9	16.5	18.4	7.4	52,312	11,114	4,862	1,628	329	15,841	2,001
Mellette	2.3	.0009	27.7	11.0	13.7	16.0	24.0	.7	761	147	35	340			50
Miner	3.5	.0015	42.0	7.5	11.3	12.9	43.0	1.4	11,058	1,580	1,388	312	81	1,470	328
Moody	6.8	.0029	34.4	8.1	11.0	16.3	32.8	2.4	10,632	2,466	1,018	496	114	2,390	196
Perkins	4.8	.0020	35.2	9.4	13.9	16.8	33.4	1.8	19,224	5,051	785	702	126	3,391	744
Potter	3.6	.0015	36.0	7.3	12.9	16.7	34.6	1.3	14,051	3,321	716	136	138	3,132	591
Roberts	10.9	.0046	34.1	8.1	12.5	15.5	33.3	3.8	32,202	5,120	3,406	4,770	853	6,305	988
Sanborn	3.1	.0013	37.9	9.1	12.9	15.8	37.0	1.2	6,605	779	613		101	2,272	
Shannon	12.4	.0052	20.5	12.7	15.0	13.4	13.4	2.4	7,273	3,420	561		67	135	
Spink	8.9	.0037	35.5	9.7	14.3	16.8	33.7	3.3	31,718	7,076	3,140	632	346	9,412	838
Stanley	2.5	.0010	29.2	10.7	17.7	17.9	21.9	.9	10,424	5,562	1,498				
Sully	1.9	.0008	32.5	9.4	13.9	20.0	26.5	.7	14,074	926	788			9,855	195
Todd	7.8	.0033	22.7	11.0	16.9	14.3	15.1	2.0	14,250	5,775	348	1,187		847	
Tripp	7.0	.0030	33.5	9.5	13.4	16.4	31.5	2.7	38,706	7,468	1,551	4,064	1,807	11,474	550
Turner	9.2	.0038	39.5	7.4	13.3	15.6	39.1	3.5	19,587	3,884	1,553	356	251	5,721	913
Union	11.4	.0048	32.0	9.5	16.2	15.2	29.9	4.2	21,994	5,460	2,305	93	634	1,946	284
Walworth	6.6	.0028	35.8	8.4	13.7	16.7	34.2	2.7	45,934	7,595	3,606	2,983	1,172	12,308	1,775
Yankton	19.2	.0080	31.6	13.5	16.2	16.3	28.2	7.0	156,399	32,043	9,129	16,197	4,641	23,858	4,571
Ziebach	2.4	.0010	23.1	11.2	12.8	16.0	18.2	.6	2,198	804	188			101	163
TOTAL METRO COUNTIES	**194.9**	**.0818**	**29.3**	**14.5**	**18.7**	**16.8**	**22.6**	**74.3**	**1,388,461**	**233,832**	**112,772**	**189,692**	**69,157**	**308,687**	**38,338**
TOTAL STATE	**713.7**	**.2995**	**30.8**	**12.8**	**15.9**	**16.0**	**27.4**	**261.6**	**3,572,251**	**699,493**	**290,898**	**223,281**	**141,090**	**863,083**	**121,148**

S.D.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
RAPID CITY	**866,809**	**25,927**	**23.8**	**29.7**	**18.6**	**14.6**	**.0361**
Pennington	866,809	25,927	23.8	29.7	18.6	14.6	.0361
* Rapid City	602,708	27,013	21.8	29.3	19.0	16.0	.0279
SUBURBAN TOTAL	264,101	23,906	28.0	30.3	17.8	11.8	.0082
SIOUX FALLS	**1,524,085**	**29,473**	**19.4**	**28.7**	**23.9**	**15.8**	**.0588**
Minnehaha	1,524,085	29,473	19.4	28.7	23.9	15.8	.0588
* Sioux Falls	1,189,636	29,069	20.1	28.2	23.1	16.2	.0478
SUBURBAN TOTAL	334,449	30,740	17.3	30.4	26.6	14.5	.0110

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Aurora	19,094	14,450	34.9	24.0	6.0	2.4	.0009
Beadle	192,077	22,479	23.5	28.6	17.4	9.0	.0077
Bennett	16,012	13,000	32.9	18.7	6.7	2.5	.0010
Bon Homme	57,855	15,506	28.3	28.9	6.3	2.8	.0025
Brookings	241,476	23,245	23.7	30.3	16.7	10.4	.0096
Brown	403,945	24,352	24.0	30.5	19.2	10.0	.0165
Brule	41,622	18,197	28.8	28.6	12.0	3.6	.0020

S.D. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Buffalo	6,395	13,765	36.9	21.5	7.8	.5	.0004
Butte	78,530	20,463	26.8	33.1	11.5	6.6	.0033
Campbell	10,438	10,879	33.3	17.2	1.8	1.4	.0006
Charles Mix	59,376	15,019	30.8	24.7	7.7	2.5	.0026
Clark	37,684	16,660	28.0	28.4	8.7	4.1	.0014
Clay	146,639	21,991	26.1	23.9	17.2	13.5	.0050
Codington	236,398	24,565	24.2	29.9	17.8	11.9	.0101
Corson	23,866	12,091	26.6	19.5	8.3	2.3	.0009
Custer	71,929	25,364	23.0	33.4	20.3	8.3	.0025
Davison	182,851	21,370	25.9	29.6	17.4	6.2	.0083
Day	67,861	18,855	29.0	28.7	11.7	6.6	.0025
Deuel	41,302	17,959	27.2	26.8	12.2	6.0	.0015
Dewey	32,757	17,872	27.1	26.3	12.5	5.7	.0015
Douglas	23,600	14,465	32.2	23.3	6.8	1.7	.0011
Edmunds	29,078	13,185	33.1	22.9	4.8	1.9	.0015
Fall River	97,816	24,343	20.0	29.9	18.6	10.2	.0034
Faulk	20,546	14,162	30.8	22.8	7.3	2.7	.0008
Grant	87,896	23,558	24.4	32.2	16.8	9.4	.0034
Gregory	33,528	12,571	31.4	19.5	4.9	3.2	.0017
Haakon	19,980	17,273	33.9	30.6	6.8	3.8	.0010
Hamlin	43,724	18,642	30.4	26.7	12.9	6.6	.0016
Hand	33,683	14,615	27.4	25.5	7.6	4.3	.0014
Hanson	20,298	15,611	31.5	27.5	7.2	3.0	.0008
Harding	10,814	15,706	33.9	26.9	7.2	2.2	.0005
Hughes	209,276	31,375	15.8	30.9	22.8	20.4	.0075
Hutchinson	66,003	15,693	30.1	25.8	8.3	4.3	.0028
Hyde	19,101	20,958	21.2	31.4	13.0	8.4	.0007
Jackson	25,316	17,114	29.5	29.8	8.3	4.0	.0011
Jerauld	17,484	13,268	35.5	21.9	3.0	2.4	.0010
Jones	14,259	21,067	25.9	32.1	13.8	6.8	.0007
Kingsbury	55,503	18,147	30.4	28.2	12.7	3.7	.0021
Lake	108,846	22,520	23.9	29.7	16.4	10.0	.0040
Lawrence	210,137	24,545	22.7	30.1	18.0	11.3	.0076
Lincoln	144,013	25,279	20.4	31.6	19.3	10.7	.0049
Lyman	28,923	18,081	27.1	27.4	11.5	5.8	.0012
McCook	54,345	19,782	27.8	28.9	14.2	6.4	.0020
McPherson	23,811	12,947	32.3	21.9	5.5	1.8	.0010
Marshall	45,505	17,911	29.9	27.2	11.4	6.2	.0018
Meade	214,071	24,237	23.8	36.1	16.5	8.9	.0072
Mellette	10,386	12,217	31.8	20.0	5.9	.7	.0003
Miner	25,877	14,333	27.0	22.6	8.1	4.6	.0010
Moody	56,102	19,549	29.4	28.3	14.0	6.4	.0020
Perkins	36,969	16,740	30.1	26.3	10.4	5.0	.0016
Potter	26,984	18,167	27.3	29.9	11.1	3.8	.0011
Roberts	79,131	16.777	30.1	25.2	10.9	5.1	.0032
Sanborn	20,078	13,194	27.1	22.1	8.1	2.6	.0009
Shannon	46,998	15,591	26.6	27.8	7.4	3.8	.0021
Spink	76,746	19,787	25.0	29.7	13.0	6.8	.0029
Stanley	24,117	23,417	24.9	35.1	15.9	7.8	.0008
Sully	16,346	19,706	27.5	28.0	14.7	6.6	.0010
Todd	34,555	14,246	28.2	26.4	6.4	2.1	.0016
Tripp	55,422	16,216	31.5	24.2	9.9	5.9	.0026
Turner	70,447	16,879	28.8	29.1	8.9	4.1	.0025
Union	105,433	22,590	25.2	34.0	15.8	6.8	.0035
Walworth	61,499	19,623	27.5	29.6	13.8	5.6	.0028
Yankton	207,646	25,098	23.0	32.4	18.7	11.6	.0092
Ziebach	10,097	13,905	36.7	18.2	5.8	4.2	.0005
TOTAL METRO COUNTIES	**2,390,894**	**28,063**	**21.1**	**29.0**	**21.9**	**15.4**	**.0949**
TOTAL STATE	**6,981,390**	**22,304**	**24.6**	**29.0**	**16.4**	**9.9**	**.2781**

TENNESSEE

TENN.
S&MM ESTIMATES

POPULATION—12/31/84 · RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHATTANOOGA	**433.6**	**.1820**	**31.9**	**11.5**	**17.3**	**19.2**	**25.5**	**158.8**	**2,354,728**	**578,076**	**179,364**	**297,304**	**114,417**	**518,255**	**59,624**
Hamilton	289.9	.1217	32.1	12.0	17.6	18.7	26.1	108.7	1,823,911	380,852	151,100	253,462	93,662	440,006	46,037
• Chattanooga	167.5	.0703	32.3	12.6	17.0	17.1	28.4	64.1	1,479,971	276,383	108,709	223,188	67,008	414,699	34,216
Marion	25.3	.0106	31.9	10.4	16.1	19.8	25.2	9.0	85,985	22,172	4,395	8,233	3,265	17,931	3,823
Sequatchie	9.1	.0038	31.1	10.3	16.7	19.7	23.7	3.2	29,335	13,978	1,225	1,391	511	5,073	873
Catoosa, Ga.	*39.8*	*.0167*	*31.1*	*10.2*	*17.8*	*21.6*	*21.5*	*13.8*	*190,257*	*71,460*	*15,269*	*25,657*	*9,959*	*29,905*	*4,189*
Dade, Ga.	*12.8*	*.0054*	*29.9*	*12.5*	*17.1*	*19.7*	*21.6*	*4.1*	*36,466*	*13,903*	*2,181*	*1,044*	*1,273*	*3,067*	*404*
Walker, Ga.	*56.7*	*.0238*	*32.6*	*10.2*	*15.9*	*19.8*	*26.4*	*20.0*	*188,774*	*75,711*	*5,194*	*7,517*	*5,747*	*22,273*	*4,298*
SUBURBAN TOTAL	266.1	.1117	31.7	10.7	17.6	20.6	23.6	94.7	874,757	301,693	70,655	74,116	47,409	103,556	25,408
CLARKSVILLE - HOPKINSVILLE	**155.5**	**.0652**	**27.0**	**18.6**	**18.4**	**16.6**	**18.8**	**50.2**	**701,368**	**142,198**	**58,827**	**100,961**	**25,977**	**197,364**	**22,747**
Montgomery	87.6	.0367	27.5	18.2	18.9	17.6	18.2	29.6	421,352	86,168	39,770	69,041	16,499	121,454	11,938
• Clarksville	58.6	.0246	26.1	21.3	19.2	16.7	16.2	19.8	397,098	71,971	36,124	68,334	15,733	120,152	11,610
Christian, Ky.	*67.9*	*.0285*	*26.4*	*19.2*	*17.8*	*15.3*	*19.4*	*20.6*	*280,016*	*56,030*	*19,057*	*31,920*	*9,478*	*75,910*	*10,809*
• Hopkinsville	*27.8*	*.0117*	*32.6*	*10.2*	*15.9*	*18.4*	*27.8*	*10.5*	*218,968*	*46,984*	*14,241*	*21,580*	*7,549*	*60,348*	*9,474*
SUBURBAN TOTAL	69.1	.0289	25.9	19.7	18.8	15.8	17.2	19.9	85,302	23,243	8,462	11,047	2,695	16,864	1,663
JACKSON	**76.3**	**.0320**	**31.5**	**12.4**	**16.7**	**16.7**	**27.6**	**28.2**	**532,386**	**94,545**	**39,044**	**111,523**	**21,667**	**102,913**	**15,583**
Madison	76.3	.0320	31.5	12.4	16.7	16.7	27.6	28.2	532,386	94,545	39,044	111,523	21,667	102,913	15,583
• Jackson	51.0	.0214	31.3	14.1	16.6	15.3	28.6	19.4	501,789	90,757	36,931	109,911	17,931	101,300	15,437
SUBURBAN TOTAL	25.3	.0106	31.9	9.0	17.2	19.3	25.3	8.8	30,597	3,788	2,113	1,612	3,736	1,613	146
JOHNSON CITY - KINGSPORT - BRISTOL	**446.7**	**.1874**	**33.3**	**11.0**	**16.5**	**20.2**	**27.0**	**163.4**	**2,154,582**	**500,876**	**158,317**	**297,390**	**89,259**	**562,463**	**72,781**
Carter	51.3	.0215	33.5	11.3	16.1	19.6	28.0	19.3	132,247	40,419	10,321	18,414	5,858	23,112	7,141
Hawkins	46.2	.0194	32.6	9.6	17.3	20.9	24.9	16.5	119,351	42,689	6,166	9,290	1,980	25,053	6,562
Sullivan	147.5	.0619	33.8	9.9	16.6	21.4	26.6	56.0	925,329	176,953	67,327	135,372	36,788	284,929	32,155
• Bristol	23.9	.0100	36.1	10.8	15.5	19.2	32.3	9.7	263,592	57,993	19,645	18,403	12,736	103,392	10,025
• Kingsport	32.1	.0135	37.6	9.2	14.4	19.5	34.1	13.3	592,846	104,544	44,009	110,103	19,399	163,199	21,573
Unicoi	16.7	.0070	35.2	9.8	15.3	19.7	30.5	6.2	37,010	10,409	4,440	5,699	1,630	7,322	1,385
Washington	92.6	.0389	32.0	13.6	17.2	18.9	25.9	33.4	531,096	135,494	42,161	78,645	23,780	122,428	16,675
• Johnson City	44.6	.0187	33.3	16.9	14.1	17.1	30.6	16.2	474,245	122,180	38,396	77,920	21,710	110,145	14,544
Bristol city, Va.	*18.3*	*.0077*	*35.6*	*11.7*	*14.7*	*17.9*	*32.8*	*7.2*	*195,452*	*30,195*	*13,606*	*39,266*	*8,307*	*48,394*	*3,861*
• Bristol	*18.3*	*.0077*	*35.6*	*11.7*	*14.7*	*17.9*	*32.8*	*7.2*	*195,452*	*30,195*	*13,606*	*39,266*	*8,307*	*48,394*	*3,861*
Scott, Va.	*24.9*	*.0104*	*34.9*	*9.7*	*15.0*	*20.0*	*29.8*	*8.5*	*95,153*	*27,068*	*3,092*	*1,579*	*2,858*	*32,528*	*2,371*
Washington, Va.	*49.2*	*.0206*	*32.9*	*10.9*	*16.3*	*20.2*	*26.4*	*16.3*	*118,944*	*37,649*	*11,204*	*9,125*	*8,058*	*18,697*	*2,631*
SUBURBAN TOTAL	327.8	.1375	32.7	10.3	17.1	20.9	25.1	117.0	628,447	185,964	42,661	51,698	27,107	137,333	22,778

TENN. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
KNOXVILLE	**591.3**	**.2481**	**32.4**	**12.6**	**17.6**	**19.1**	**26.2**	**224.0**	**3,817,089**	**842,903**	**398,492**	**472,020**	**185,047**	**805,651**	**111,787**
Anderson	69.8	.0293	33.8	9.8	16.4	19.9	28.2	26.4	386,961	99,854	21,455	55,770	14,265	109,901	10,813
• Oak Ridge	27.9	.0117	36.4	9.0	15.4	20.9	31.1	11.5	236,832	59,546	12,536	46,528	11,565	57,939	6,158
Blount	82.5	.0346	33.2	10.6	17.6	19.7	27.1	30.5	483,856	105,063	28,011	59,106	20,243	188,313	13,973
Grainger	17.3	.0072	32.4	10.3	16.1	19.9	26.0	6.1	20,821	4,547	1,691	748	941	5,277	977
Jefferson	34.1	.0143	32.8	13.0	15.2	20.7	25.9	12.0	85,431	30,473	5,941	7,287	3,009	7,155	5,580
Knox	327.3	.1374	31.8	14.2	18.2	18.3	25.8	127.0	2,509,100	517,319	285,435	334,044	135,688	464,713	72,272
• Knoxville	173.1	.0726	31.6	17.7	17.8	14.5	29.5	71.4	1,960,999	338,805	244,583	302,773	116,054	384,380	57,724
Sevier	47.7	.0201	33.0	10.1	17.2	21.0	25.5	17.4	313,169	80,512	55,519	13,658	10,648	26,226	7,976
Union	12.6	.0052	31.2	11.3	16.6	20.3	23.4	4.6	17,751	5,135	440	1,407	253	4,066	196
SUBURBAN TOTAL	390.3	.1638	32.4	10.6	17.7	21.0	24.4	141.1	1,619,258	444,552	141,373	122,719	57,428	363,332	47,905
MEMPHIS	**927.2**	**.3891**	**29.6**	**13.0**	**18.4**	**17.6**	**22.4**	**325.8**	**5,514,767**	**1,137,427**	**411,332**	**741,892**	**283,601**	**1,283,518**	**195,702**
Shelby	783.7	.3289	29.7	13.5	18.7	17.3	22.7	278.9	4,908,118	993,221	379,329	689,664	269,932	1,159,749	179,023
• Memphis	649.0	.2724	30.2	13.3	18.2	16.6	24.7	237.8	4,302,119	819,992	341,115	584,176	247,450	1,075,655	163,639
Tipton	34.6	.0145	30.4	11.0	15.0	18.6	24.6	11.5	98,535	25,669	4,782	12,917	2,323	22,986	2,580
Crittenden, Ark.	*48.8*	*.0205*	*28.2*	*11.1*	*15.3*	*17.2*	*22.3*	*16.0*	*339,327*	*53,343*	*18,516*	*24,130*	*8,508*	*65,875*	*9,348*
• West Memphis	*27.1*	*.0114*	*28.7*	*11.4*	*16.9*	*18.2*	*21.2*	*9.3*	*258,556*	*42,747*	*16,691*	*22,951*	*6,600*	*61,625*	*8,119*
De Soto, Miss.	*60.1*	*.0252*	*29.1*	*9.7*	*17.0*	*22.0*	*17.9*	*19.4*	*168,787*	*65,194*	*8,705*	*15,181*	*2,838*	*34,908*	*4,751*
SUBURBAN TOTAL	251.1	.1053	28.1	12.4	19.1	20.3	16.5	78.7	954,092	274,688	53,526	134,765	29,551	146,238	23,944
NASHVILLE	**899.8**	**.3777**	**31.4**	**12.5**	**18.4**	**19.3**	**24.1**	**328.5**	**5,236,228**	**1,076,163**	**472,872**	**728,859**	**235,645**	**1,232,153**	**153,083**
Cheatham	25.6	.0108	30.6	9.9	17.7	21.5	20.8	8.4	57,648	16,366	2,186	1,556	890	11,749	1,910
Davidson	480.5	.2017	31.7	13.9	19.0	18.0	25.7	186.5	3,680,719	669,928	371,491	586,195	179,185	863,202	101,256
• Nashville-Davidson	459.2	.1927	31.4	14.2	19.4	17.7	25.4	178.4	3,497,628	638,034	356,954	527,949	172,471	856,936	93,314
Dickson	32.8	.0137	32.8	10.0	15.5	19.6	27.0	11.7	136,446	33,450	8,177	18,334	7,191	32,650	3,908
Robertson	39.5	.0166	32.2	10.5	16.0	18.8	26.8	13.5	127,528	32,866	6,249	10,413	5,181	28,850	4,818
Rutherford	94.5	.0396	29.0	16.1	18.1	18.6	20.5	32.3	422,680	106,094	32,406	45,860	18,489	83,959	13,731
• Murfreesboro	36.6	.0154	27.4	24.4	16.2	16.0	21.6	13.1	325,408	67,531	27,128	35,004	15,218	73,314	10,372
Sumner	95.4	.0401	31.1	9.7	17.8	21.7	21.3	32.1	332,510	89,749	20,560	30,791	11,066	83,997	13,754
Williamson	68.2	.0286	32.0	8.5	17.4	23.8	20.9	22.3	268,966	72,899	18,535	18,387	7,920	87,280	8,287
Wilson	63.3	.0266	32.0	9.3	17.5	21.9	22.9	21.7	207,731	54,811	13,268	17,323	5,723	40,466	5,419
SUBURBAN TOTAL	404.0	.1696	31.7	9.7	17.2	21.5	22.8	137.0	1,413,192	370,598	88,790	165,906	47,956	301,903	49,397
OTHER COUNTIES															
Bedford	28.5	.0120	34.4	9.7	14.7	18.4	30.7	10.4	106,733	26,373	6,109	7,665	5,298	25,045	4,898
Benton	15.5	.0065	36.4	8.9	14.5	18.2	33.5	6.0	55,259	21,301	2,984	7,044	1,458	9,131	895
Bledsoe	10.0	.0042	29.8	14.3	15.3	18.2	23.9	3.3	17,710	4,620	439	545	747	5,004	1,361
Bradley	72.2	.0303	30.5	12.5	17.3	20.5	21.6	25.3	350,698	86,641	26,061	41,041	11,991	88,100	12,523
Campbell	36.9	.0155	32.8	9.5	15.2	18.5	28.2	13.2	140,920	57,754	11,819	11,103	4,885	33,514	5,537
Cannon	10.8	.0045	34.7	9.8	15.0	20.3	29.2	3.9	26,060	9,537	997	1,379	1,355	4,941	1,592

NASHVILLE

The Mid-South's Most Outstanding Growth Market!

If you've done your homework, you already know a hundred reasons to make Nashville a part of your marketing plan.

If your research is still ahead of you, consider these points first:

A DIVERSE, STABLE ECONOMY. The stability of Nashville's economy lies in its diversity. Because no single industry is dominant here, the health of the economy as a whole is insulated from recessionary fluctuations.

HIGH EMPLOYMENT. Nashville boasts a 95.7% employment total and consistently ranks among the leaders in the nation.

INSULATED LOCATION. A wide swath of open countryside and small towns protects the Nashville MSA from the interference of media from other markets.

UPSCALE DEMOGRAPHICS. The Nashville population enjoys an ever-increasing level of personal income and retail sales.

REPRESENTATIVE MARKET. The Nashville market matches national averages closely in age, sex, education, income and buying habits making it one of the top test markets in the nation

TRANSPORTATION Nashville is the crossroads for three interstates systems, a railway hub, a barge traffic center and is served by most major airlines. In fact, American Airlines recently announced that Nashville will become a hub for their company.

CONTINUING GROWTH. We've saved the best for last. The Nashville MSA presently is one of the fastest growing regions in the country, and that's a trend that promises to increase during the next 15 years. In fact, the projected growth of the Nashville MSA between 1980 and the year 2000 is 52%, while the nation as a whole is expected to grow only 17% during that time.

These are only a few of the important attributes that make Nashville a necessary part of your successful marketing plan. If you'd like to know more, contact Bill Davis, Marketing Services Director, Newspaper Printing Corporation, 1100 Broadway, Nashville, TN 37202, (615) 259-8307.

Newspaper Printing Corporation, Agent

THE TENNESSEAN Nashville Banner

Represented By Gannett Media Sales

Middle Tennessee's Most Widely-Read Newspapers

TENN. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Carroll	28.7	.0121	35.4	9.7	14.4	18.1	32.4	10.5	103,246	29,169	4,695	11,578	5,988	25,254	4,957
Chester	13.4	.0056	30.8	17.1	14.3	16.8	27.2	4.6	34,822	8,498	2,011	1,829	2,467	11,713	1,233
Claiborne	26.3	.0110	31.3	11.3	16.7	18.9	25.0	9.1	65,025	20,082	5,372	6,444	5,892	6,167	2,423
Clay	8.0	.0034	34.5	9.9	14.8	19.0	30.2	[illegible]	12,084	4,529	1,051	290	251	1,088	276
Cocke	29.6	.0124	32.3	10.6	16.5	20.4	25.2	10.9	104,597	26,093	7,940	12,435	5,912	18,012	3,493
Coffee	39.5	.0166	33.4	10.2	15.3	20.7	26.8	14.6	227,409	46,562	16,390	40,110	9,522	50,231	8,518
Crockett	14.7	.0061	34.4	9.9	14.1	17.4	31.8	5.2	36,776	10,470	1,320	1,512	1,583	11,899	1,373
Cumberland	32.4	.0136	32.9	9.9	15.5	18.6	28.1	11.5	156,585	34,085	12,110	16,915	3,279	37,238	6,354
Decatur	11.0	.0046	36.3	9.0	14.3	18.2	33.5	4.3	36,575	8,357	1,333	3,747	974	10,784	972
De Kalb	14.2	.0060	34.4	9.2	15.7	18.4	30.7	5.4	46,235	14,664	2,428	4,492	2,020	10,304	1,998
Dyer	35.0	.0147	32.9	10.2	15.0	17.9	28.7	13.0	161,533	31,574	9,888	17,192	9,313	41,911	5,589
Fayette	25.5	.0107	29.5	11.0	14.1	16.1	26.1	7.8	39,977	15,089	2,018	5,136	937	7,736	1,344
Fentress	15.5	.0065	32.0	9.7	15.7	18.8	26.4	5.4	51,449	12,940	2,282	3,145	1,611	4,418	2,493
Franklin	33.2	.0140	32.6	12.0	15.1	19.2	27.1	11.5	112,144	28,110	7,078	13,416	3,568	26,248	4,286
Gibson	49.2	.0206	35.3	9.5	14.5	17.5	32.9	18.6	199,562	54,062	9,234	25,409	6,242	52,805	10,476
Giles	24.9	.0105	34.9	10.0	14.5	18.2	31.6	9.2	109,069	23,294	5,755	11,495	5,858	17,312	5,594
Greene	56.4	.0238	33.7	10.0	16.4	21.0	26.9	20.3	263,398	64,312	15,986	27,999	10,009	56,707	9,480
Grundy	14.4	.0060	30.6	10.5	15.1	18.7	24.7	4.8	39,453	8,928	2,670	1,128	966	3,729	1,974
Hamblen	57.1	.0240	32.0	10.4	17.2	21.9	23.0	20.6	309,025	78,359	19,772	37,822	8,875	76,075	8,652
Hancock	6.8	.0028	33.4	10.5	14.2	18.4	29.4	2.3	12,289	3,244	1,460	72	938	1,444	498
Hardeman	24.0	.0101	31.9	10.0	14.9	16.2	29.1	7.9	76,784	23,368	2,509	5,806	[illegible]	17,676	2,224
Hardin	23.0	.0096	34.0	9.0	15.7	19.3	29.1	8.4	86,115	15,285	5,052	16,409	3,452	22,372	2,792
Haywood	20.1	.0085	30.5	10.7	14.5	14.8	28.7	6.6	65,856	18,571	3,176	6,229	2,696	8,162	3,055
Henderson	22.7	.0095	33.3	9.9	15.9	18.4	28.9	8.4	71,628	13,689	4,410	8,044	3,851	17,426	2,457
Henry	29.8	.0125	[illegible]	9.5	14.3	17.3	34.7	11.4	134,417	34,268	9,055	17,387	5,357	25,732	5,904
Hickman	16.0	.0067	32.4	13.0	15.7	18.6	27.3	5.4	30,645	11,677	1,027	924	861	2,978	1,815
Houston	6.9	.0029	34.1	9.3	15.2	18.4	30.2	2.3	13,378	5,555	554	115	343	845	3,761
Humphreys	16.3	.0068	33.0	9.4	15.7	19.5	27.3	6.1	57,074	17,784	3,370	7,708	973	13,902	1,493
Jackson	9.6	.0041	35.2	9.3	14.9	18.9	31.3	3.3	13,870	4,483	1,029	375	1,093	1,313	784
Johnson	14.4	.0060	33.4	9.4	15.8	19.7	27.8	5.2	30,908	12,745	2,275	2,287	755	2,699	2,035
Lake	7.8	.0033	35.9	10.0	13.4	15.5	35.4	2.6	15,694	5,733	1,785	771	317	2,139	1,336
Lauderdale	25.5	.0107	32.0	10.6	15.6	16.8	28.5	8.8	53,987	11,061	2,146	8,778	2,306	11,406	2,254
Lawrence	35.4	.0148	33.0	10.4	14.5	18.9	28.2	12.6	139,078	26,902	6,416	14,961	10,658	35,813	6,307
Lewis	10.6	.0045	30.5	9.7	17.7	17.2	24.9	3.4	29,696	8,369	763	2,421	618	7,302	1,555
Lincoln	26.8	.0112	35.3	9.9	14.1	19.5	30.8	9.9	97,266	31,983	5,562	11,874	3,499	12,139	4,597
Loudon	29.6	.0124	34.6	9.5	16.2	19.9	29.4	11.1	109,725	28,603	6,596	8,305	5,633	31,213	4,490
McMinn	43.6	.0183	33.0	10.2	15.9	19.7	27.1	15.5	218,089	88,841	15,321	17,305	7,398	29,724	8,649
McNairy	23.9	.0101	34.9	9.2	14.7	19.7	30.2	9.0	65,663	17,730	3,150	7,508	2,619	15,626	2,559
Macon	16.4	.0069	33.8	9.6	16.0	19.1	28.9	6.0	41,783	15,019	1,208	3,551	1,397	5,058	1,827
Marshall	20.5	.0086	35.3	9.2	14.9	18.2	32.2	7.6	82,305	22,757	3,609	8,282	4,211	25,273	3,633
Maury	52.6	.0221	33.1	10.6	15.8	18.8	28.2	19.3	223,946	54,601	17,175	30,327	12,239	39,791	9,970
Meigs	7.9	.0033	31.4	9.7	17.2	20.2	23.6	2.7	19,325	7,496	962	899	1,305	2,926	1,144
Monroe	30.0	.0126	32.0	10.6	15.7	19.5	25.7	10.4	108,247	22,560	8,911	10,270	3,552	24,083	3,230
Moore	4.8	.0021	33.0	10.1	14.5	19.7	27.4	1.6	6,224	3,634	350	264		618	178
Morgan	17.6	.0073	31.2	10.7	18.1	19.1	24.0	5.7	16,388	[illegible]	726	622	248	4,111	944
Obion	33.6	.0141	34.0	9.3	15.6	18.6	29.9	12.5	159,275	35,640	12,930	18,291	4,157	38,189	5,447
Overton	18.3	.0077	34.0	9.2	15.2	19.9	28.7	6.4	49,045	15,619	2,388	4,988	3,398	5,125	2,874
Perry	6.3	.0027	35.7	9.0	14.5	19.2	31.5	2.4	10,547	5,339	694	60	884	781	402
Pickett	4.5	.0019	34.5	9.2	15.4	18.9	30.3	1.6	14,470	3,563	369	625	1,272	3,788	185
Polk	13.8	.0058	32.2	9.4	15.9	20.0	25.7	4.8	26,291	11,868	1,360	2,616	959	2,985	991
Putnam	50.3	.0211	30.4	18.2	16.2	17.7	24.9	18.1	252,149	67,280	20,277	27,224	9,020	32,723	10,603
Rhea	25.9	.0108	31.0	11.8	16.5	18.5	24.9	9.1	74,175	28,007	5,111	4,354	1,882	13,869	3,163
Roane	50.9	.0214	33.6	9.3	16.2	20.5	27.1	18.2	188,978	56,077	11,411	16,426	7,269	58,177	7,685
Scott	20.7	.0087	29.6	10.5	16.2	17.7	23.6	7.0	58,793	21,077	2,328	8,639	716	8,256	3,238
Smith	15.3	.0064	34.2	10.2	15.5	18.2	30.6	5.6	42,974	11,830	1,515	2,200	7,407	6,556	1,835
Stewart	9.4	.0039	36.5	8.8	14.3	19.0	33.0	3.6	17,260	5,751	1,343	1,400	1,207	4,259	685
Trousdale	6.1	.0026	33.2	10.2	17.8	17.9	28.9	2.4	16,801	7,543	117	477	689	480	918
Van Buren	4.9	.0021	30.8	10.3	18.1	18.6	23.8	1.5	2,758	893	285	53	185	339	
Warren	33.8	.0142	32.9	10.2	16.3	19.1	27.4	12.6	129,304	36,510	8,260	13,399	5,853	24,146	4,790
Wayne	14.4	.0060	32.5	10.2	15.4	19.2	26.9	5.1	33,495	15,151	1,274	707	1,444	4,484	1,607
Weakley	33.7	.0141	32.2	17.7	13.7	16.1	30.1	12.0	111,029	33,228	8,346	12,042	5,680	20,804	5,092
White	20.4	.0086	34.6	9.1	15.6	19.0	30.5	7.5	63,547	14,058	2,678	4,920	1,405	24,764	2,055
TOTAL METRO COUNTIES	**3,151.9**	**1.3227**	**31.2**	**12.7**	**18.0**	**18.7**	**24.5**	**1,153.0**	**18,697,972**	**3,941,635**	**1,621,424**	**2,591,530**	**898,587**	**4,370,760**	**588,645**
TOTAL STATE	**4,759.9**	**1.9977**	**31.8**	**12.0**	**17.2**	**18.8**	**25.7**	**1,729.3**	**24,575,587**	**5,528,933**	**1,988,449**	**3,215,316**	**1,141,282**	**5,617,422**	**827,997**

TENN.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CHATTANOOGA	**4,027,717**	**21,988**	**24.5**	**31.4**	**15.6**	**7.7**	**.1691**
Hamilton	2,880,876	22,704	23.7	30.5	16.5	9.1	.1225
• Chattanooga	1,548,180	19,862	25.4	28.4	13.9	7.4	.0783
Marion	194,597	18,634	27.3	31.0	10.8	4.5	.0080
Sequatchie	62,732	16,300	30.7	27.9	9.5	2.9	.0025
Catoosa, Ga.	*337,083*	*23,180*	*23.3*	*34.9*	*18.2*	*4.8*	*.0143*

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

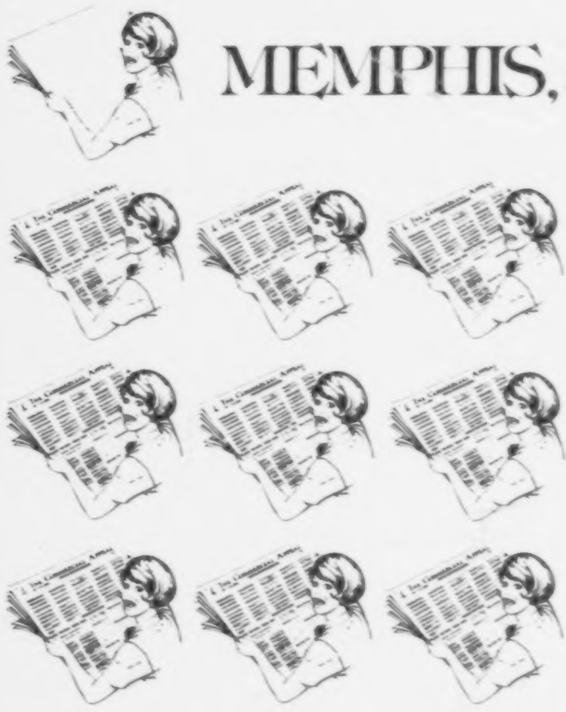
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Dade, Ga.	*86,441*	*19,075*	*26.0*	*34.0*	*11.0*	*2.7*	*.0037*
Walker, Ga.	*465,988*	*20,842*	*27.0*	*33.8*	*13.2*	*5.1*	*.0181*
SUBURBAN TOTAL	2,479,537	23,298	23.9	33.2	16.8	7.9	.0908
CLARKSVILLE - HOPKINSVILLE	**1,307,719**	**20,180**	**30.0**	**30.6**	**13.8**	**6.1**	**.0546**
Montgomery	743,772	20,779	29.1	33.1	13.7	5.4	.0314
• Clarksville	501,198	20,432	30.9	32.9	13.1	5.3	.0238

TENN. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Christian, Ky.	*563,947*	*19,250*	*31.3*	*27.0*	*13.9*	*7.1*	*.0232*
• *Hopkinsville*	*265,977*	*20,864*	*26.4*	*26.5*	*16.9*	*8.6*	*.0126*
SUBURBAN TOTAL	540,544	19,577	31.1	30.4	12.8	5.6	.0182
JACKSON	**690,810**	**20,918**	**24.2**	**28.5**	**16.1**	**7.5**	**.0321**
Madison	690,810	20,918	24.2	28.5	16.1	7.5	.0321
• Jackson	469,568	20,182	25.3	27.2	15.7	7.5	.0250
SUBURBAN TOTAL	221,242	22,602	22.0	31.2	17.1	7.4	.0071
JOHNSON CITY - KINGSPORT - BRISTOL	**3,938,145**	**20,783**	**26.2**	**31.4**	**14.1**	**6.5**	**.1639**
Carter	403,547	17,783	31.2	29.2	10.8	3.8	.0153
Hawkins	393,318	21,437	24.0	31.5	15.7	6.2	.0143
Sullivan	1,423,298	22,707	23.9	32.8	15.8	7.8	.0614
• Bristol	237,377	20,075	27.7	29.0	12.8	8.4	.0127
• Kingsport	345,705	21,601	23.7	28.9	14.4	10.2	.0231
Unicoi	140,667	20,084	27.0	31.6	14.6	3.9	.0050
Washington	816,295	20,088	27.8	31.4	12.4	6.4	.0359
• Johnson City	403,856	17,886	28.3	25.2	11.4	8.3	.0226
Bristol city, Va.	*164,647*	*19,762*	*24.3*	*30.3*	*13.2*	*5.9*	*.0094*
• *Bristol*	*164,647*	*19,762*	*24.3*	*30.3*	*13.2*	*5.9*	*.0094*
Scott, Va.	*207,534*	*20,707*	*25.6*	*26.9*	*16.7*	*7.9*	*.0082*
Washington, Va.	*388,839*	*20,128*	*28.0*	*31.6*	*13.1*	*5.6*	*.0144*
SUBURBAN TOTAL	2,786,560	21,191	26.2	32.8	14.6	5.7	.0961
KNOXVILLE	**5,776,177**	**21,625**	**24.7**	**29.3**	**15.4**	**9.0**	**.2505**
Anderson	782,964	25,998	20.4	29.2	18.7	14.6	.0300
• Oak Ridge	404,924	31,375	17.8	25.2	20.4	24.1	.0157
Blount	776,691	22,111	24.8	30.7	16.7	7.5	.0333
Grainger	106,892	15,266	33.8	26.4	5.7	2.1	.0041
Jefferson	293,211	21,157	26.4	31.7	14.2	7.0	.0105
Knox	3,362,578	21,979	24.1	28.7	16.0	9.6	.1508
• Knoxville	1,655,228	18,099	27.4	27.1	11.6	6.7	.0920
Sevier	376,044	18,670	29.5	31.6	10.2	4.6	.0187
Union	77,797	15,060	32.2	27.2	6.5	1.2	.0031
SUBURBAN TOTAL	3,716,025	22,865	24.0	30.7	17.0	8.9	.1428
MEMPHIS	**8,868,600**	**22,897**	**22.1**	**28.1**	**17.2**	**10.7**	**.3774**
Shelby	7,744,643	23,165	21.9	27.9	17.3	11.4	.3295
• Memphis	6,194,241	21,462	23.2	27.9	15.5	9.8	.2742
Tipton	256,551	19,154	25.2	29.9	13.1	5.1	.0102
Crittenden, Ark.	*339,417*	*17,161*	*25.9*	*26.2*	*12.3*	*5.0*	*.0185*
• *West Memphis*	*215,055*	*19,701*	*24.5*	*29.5*	*14.1*	*5.7*	*.0124*
De Soto, Miss.	*527,989*	*26,572*	*20.4*	*33.2*	*22.3*	*7.7*	*.0192*
SUBURBAN TOTAL	2,459,304	28,106	18.4	29.1	22.5	13.8	[illegible]908
NASHVILLE	**9,832,166**	**25,915**	**21.0**	**30.5**	**19.4**	**12.9**	**.3875**
Cheatham	206,617	22,120	26.6	36.8	13.3	5.7	.0075
Davidson	5,614,373	25,485	21.6	30.0	18.7	13.2	.2345
• Nashville-Davidson	5,203,619	25,048	22.0	30.3	18.7	12.2	.2204
Dickson	298,138	22,236	23.8	32.3	16.2	6.9	.0117
Robertson	347,305	23,303	22.7	32.2	17.6	7.6	.0130
Rutherford	1,001,964	27,071	19.9	30.0	21.9	13.5	.0371
• Murfreesboro	399,565	24,280	22.1	27.4	18.2	14.1	.0184
Sumner	963,397	27,226	19.0	31.4	21.8	12.6	.0344
Williamson	776,922	30,979	17.9	27.7	21.9	20.4	.0271
Wilson	623,450	26,996	18.9	32.2	21.0	11.1	.0222
SUBURBAN TOTAL	4,228,982	27,226	19.6	31.0	20.5	13.7	.1487
OTHER COUNTIES							
Bedford	265,211	21,673	23.8	33.7	13.3	7.1	.0101
Benton	120,214	16,756	29.2	29.9	9.1	2.7	.0049
Bledsoe	68,715	16,163	28.0	25.8	10.3	3.7	.0025
Bradley	620,703	21,297	26.7	32.5	14.8	6.1	.0262
Campbell	238,956	14,783	30.8	26.6	6.4	2.6	.0110
Cannon	69,866	15,183	34.0	25.5	6.2	3.1	.0028
Carroll	200,199	16,101	29.6	29.4	7.4	2.8	.0086
Chester	88,829	15,991	25.1	29.7	8.2	2.7	.0036
Claiborne	155,720	13,313	32.8	21.2	7.1	2.4	.0067
Clay	52,849	13,915	31.4	24.3	5.5	3.1	.0020
Cocke	199,007	15,571	30.0	26.9	7.2	2.6	.0088
Coffee	364,249	21,452	25.9	30.7	14.6	8.2	.0157



MEMPHIS, a newspaper market

[illegible] out of 10 "prime consumers" read the Commercial Appeal on Sunday*

In a four-county MSA with a population approaching one million, The Commercial Appeal is the dominant Memphis medium for advertising effectiveness.

With a Sunday readership of 90% among prime consumers—those adults aged 25-49 with household incomes in excess of $25,000—The Commercial Appeal continues to deliver reach and cost-efficiency in a market where newspaper is the medium of the masses.

Influence the buying habits of an affluent, educated audience with The Commercial Appeal, the number one source of information in the Mid-South.

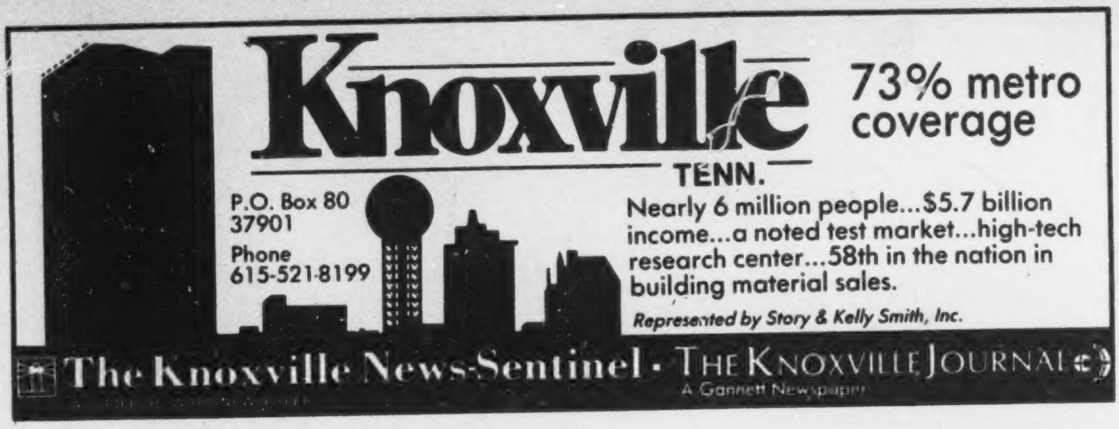
THE COMMERCIAL APPEAL

A SCRIPPS-HOWARD NEWSPAPER

495 Union Avenue, Memphis, TN 38103
901/529-2239

Represented nationally by Story & Kelly-Smith Advertising offices in New York, Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Philadelphia and San Francisco.

*Belden Associates, 1984



Knoxville
TENN.
73% metro coverage
P.O. Box 80
37901
Phone
615-521-8199
Nearly 6 million people...$5.7 billion income...a noted test market...high-tech research center...58th in the nation in building material sales.
Represented by Story & Kelly Smith, Inc.
The Knoxville News-Sentinel • The Knoxville Journal
A Gannett Newspaper

TENN. (cont.)

ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Crockett	92,239	15,077	31.2	26.2	5.8	2.9	.0039
Cumberland	251,397	18,464	29.9	29.4	11.4	4.8	.0111
Decatur	89,311	17,308	27.9	27.9	11.0	4.0	.0035
De Kalb	102,629	15,195	30.9	27.3	6.3	2.0	.0043
Dyer	287,324	18,253	29.1	28.2	10.7	6.2	.0123
Fayette	152,890	16,175	27.7	26.2	9.9	3.9	.0059
Fentress	77,637	11,537	32.8	19.6	3.3	1.4	.0041
Franklin	268,121	19,927	26.8	31.4	13.6	4.8	.0106
Gibson	424,753	19,612	25.2	30.6	12.9	5.6	.0169
Giles	215,520	20,439	25.5	31.6	12.8	6.8	.0088
Greene	502,672	21,195	24.9	32.0	14.4	6.3	.0205
Grundy	97,253	16,352	31.5	27.0	7.7	3.7	.0040
Hamblen	480,213	20,398	28.2	32.3	13.7	5.1	.0213
Hancock	33,737	11,378	31.1	17.9	4.3	2.2	.0015
Hardeman	164,571	17,347	27.7	28.4	10.4	4.0	.0070
Hardin	158,715	16,327	29.9	28.3	8.5	2.4	.0070
Haywood	124,812	14,359	29.8	24.3	7.3	4.1	.0056
Henderson	182,416	19,356	26.6	32.5	11.7	4.0	.0071
Henry	240,631	17,843	30.2	28.3	11.0	4.3	.0103
Hickman	116,780	19,324	27.5	34.0	11.1	3.2	.0043
Houston	48,356	17,724	27.3	29.0	11.1	4.6	.0018
Humphreys	134,258	21,138	21.8	34.8	14.6	3.4	.0052
Jackson	63,869	15,417	29.1	24.1	9.5	3.8	.0025
Johnson	92,523	15,602	31.7	28.8	5.9	1.8	.0037
Lake	44,382	13,195	30.9	22.8	5.2	3.2	.0020
Lauderdale	179,709	17,337	26.3	28.6	9.7	4.3	.0068
Lawrence	300,650	21,061	24.8	31.7	14.8	6.3	.0120
Lewis	82,186	18,989	30.1	30.2	11.8	5.5	.0032
Lincoln	200,774	17,378	31.8	28.0	9.8	3.9	.0084
Loudon	334,511	25,971	21.8	27.1	19.7	14.7	.0115
McMinn	396,787	22,366	23.6	29.9	17.2	7.8	.0163
McNairy	169,716	16,273	29.3	29.3	7.8	2.7	.0070
Macon	126,735	18,137	27.8	33.5	8.1	3.2	.0046
Marshall	187,184	20,940	25.5	32.5	13.9	5.9	.0072
Maury	481,264	22,112	22.8	32.7	15.6	6.7	.0190
Meigs	56,610	18,547	29.6	30.5	12.1	3.4	.0023
Monroe	212,364	17,143	30.9	29.7	8.4	3.7	.0091
Moore	44,601	25,767	22.6	31.3	19.9	10.0	.0015
Morgan	128,649	17,877	29.2	28.5	11.9	4.3	.0043
Obion	326,749	22,072	24.2	29.7	16.1	8.5	.0128
Overton	110,150	14,171	30.8	24.3	6.8	2.2	.0050
Perry	45,025	16,333	34.1	27.1	8.8	2.3	.0015
Pickett	24,988	13,433	37.6	19.3	6.6	1.3	.0012
Polk	87,242	16,353	30.3	30.5	6.6	2.0	.0035
Putnam	403,490	18,091	29.4	28.7	11.2	4.9	.0180
Rhea	198,975	18,889	26.7	29.1	12.9	5.2	.0076
Roane	439,321	21,214	24.7	31.2	15.3	6.3	.0172
Scott	123,410	13,105	32.3	21.8	4.7	3.1	.0056
Smith	118,377	19,000	27.7	33.0	10.1	4.2	.0046
Stewart	65,421	15,932	29.0	30.9	5.9	2.2	.0025
Trousdale	58,065	22,081	25.2	35.0	15.7	4.6	.0020
Van Buren	31,360	17,309	35.2	28.8	8.3	3.5	.0010
Warren	264,718	18,157	29.8	30.8	9.5	4.1	.0109
Wayne	109,127	19,290	25.1	33.0	11.1	4.1	.0042
Weakley	247,469	16,721	31.9	28.3	8.7	3.5	.0102
White	144,774	16,235	32.3	29.2	7.6	2.7	.0059
TOTAL METRO COUNTIES	**31,359,449**	**23,053**	**23.2**	**29.7**	**16.9**	**10.2**	**1.3061**
TOTAL STATE	**43,951,377**	**21,328**	**24.7**	**29.8**	**15.0**	**8.4**	**1.8211**

TEXAS

TEXAS

ESTIMATES

POPULATION—12/31/84 | RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ABILENE	**120.7**	**.0506**	**29.3**	**16.5**	**16.8**	**17.0**	**23.5**	**42.3**	**1,010,931**	**166,839**	**90,576**	**129,383**	**48,106**	**234,000**	**24,835**
Taylor	120.7	.0506	29.3	16.5	16.8	17.0	23.5	42.3	1,010,931	166,839	90,576	129,383	48,106	234,000	24,835
• Abilene	109.5	.0460	28.9	17.4	16.9	16.6	23.0	38.2	938,748	159,380	85,250	127,942	47,468	213,151	24,693
SUBURBAN TOTAL	11.2	.0046	34.9	8.7	13.9	21.0	28.8	4.1	72,183	7,459	5,326	1,441	638	20,849	142
AMARILLO	**193.3**	**.0811**	**30.4**	**13.4**	**17.8**	**18.2**	**23.5**	**72.4**	**1,341,362**	**252,003**	**140,180**	**146,368**	**74,313**	**330,714**	**21,236**
Potter	105.8	.0444	30.7	13.1	17.1	16.2	26.5	40.5	958,667	165,166	106,916	110,907	45,473	227,561	16,325
• Amarillo	162.7	.0683	30.6	12.4	18.2	17.7	24.3	62.3	1,289,119	248,024	135,114	137,831	71,084	313,433	20,645
Randall	87.5	.0367	30.0	13.6	18.9	20.6	19.9	31.9	382,695	86,837	33,264	35,461	28,840	103,153	4,911
SUBURBAN TOTAL	30.6	.0128	28.8	18.6	15.7	20.6	19.6	10.1	52,243	3,979	5,066	8,537	3,229	17,281	591
AUSTIN	**657.0**	**.2757**	**28.3**	**17.9**	**21.7**	**17.0**	**18.3**	**245.8**	**4,137,876**	**780,426**	**498,256**	**459,790**	**251,063**	**869,779**	**79,606**
Hays	49.7	.0209	24.3	29.5	14.9	14.2	18.1	15.5	202,718	43,873	33,035	13,510	5,637	32,923	2,588
Travis	503.8	.2114	28.2	18.5	23.0	16.7	17.8	196.7	3,556,583	623,320	436,311	413,887	232,267	754,283	67,386
• Austin	404.2	.1696	27.7	20.4	23.6	15.3	17.6	162.5	3,301,823	570,684	411,522	383,606	217,069	742,695	62,316
Williamson	103.5	.0434	30.2	9.3	18.9	19.9	21.1	33.6	378,573	113,233	28,910	32,393	13,159	82,573	9,632
SUBURBAN TOTAL	252.8	.1061	29.3	13.9	18.6	19.8	19.6	83.3	836,051	209,742	86,734	76,184	33,994	127,084	17,290

TEXAS (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BEAUMONT - PORT ARTHUR	**397.4**	**.1669**	**31.1**	**11.9**	**16.7**	**18.1**	**25.4**	**139.8**	**2,336,877**	**481,979**	**207,230**	**285,497**	**109,647**	**488,767**	**69,174**
Hardin	46.6	.0196	31.2	10.0	15.9	19.6	24.3	15.5	173,036	44,855	6,900	18,164	2,922	57,408	7,110
Jefferson	258.8	.1087	31.5	12.5	16.6	17.2	27.0	93.3	1,706,864	319,911	171,257	218,749	90,628	331,490	46,498
• Beaumont	123.7	.0519	30.8	13.1	17.7	16.5	26.1	45.2	1,062,145	158,091	114,808	158,379	68,010	204,047	24,115
• Port Arthur	64.1	.0269	32.4	12.0	14.6	15.1	31.2	23.3	367,071	86,318	29,201	41,583	15,646	87,195	10,085
Orange	92.0	.0386	29.9	11.1	16.8	20.0	21.4	31.0	456,977	117,213	29,073	48,584	16,097	99,869	15,566
SUBURBAN TOTAL	209.6	.0881	30.9	11.2	16.5	19.9	23.3	71.3	907,661	237,570	63,221	85,535	25,991	197,525	34,974
BRAZORIA	**203.1**	**.0852**	**28.8**	**13.2**	**19.8**	**20.1**	**17.6**	**65.2**	**885,266**	**255,422**	**68,132**	**89,855**	**34,785**	**184,920**	**23,925**
Brazoria	203.1	.0852	28.8	13.2	19.8	20.1	17.6	65.2	885,266	255,422	68,132	89,855	34,785	184,920	23,925
SUBURBAN TOTAL	203.1	.0852	23.8	13.2	19.8	20.1	17.6	65.2	885,266	255,422	68,132	89,855	34,785	184,920	23,925
BROWNSVILLE - HARLINGEN	**241.5**	**.1013**	**27.0**	**10.7**	**15.4**	**15.9**	**21.7**	**67.8**	**1,205,779**	**285,656**	**113,663**	**153,001**	**72,718**	**200,544**	**24,689**
Cameron	241.5	.1013	27.0	10.7	15.4	15.9	21.7	67.8	1,205,779	285,656	113,663	153,001	72,718	200,544	24,689
• Brownsville	95.9	.0402	26.0	11.2	15.8	16.2	19.6	26.0	608,550	149,605	46,770	98,030	45,119	89,951	13,731
• Harlingen	52.2	.0219	28.6	10.7	16.1	15.3	24.4	15.8	408,569	84,066	44,907	44,133	20,651	83,600	6,138
SUBURBAN TOTAL	93.4	.0392	27.0	10.1	14.8	15.9	22.3	26.0	188,6[illegible]	51,985	21,986	10,838	6,948	26,993	4,820
BRYAN - COLLEGE STATION	**111.3**	**.0468**	**24.0**	**33.1**	**17.0**	**13.0**	**15.4**	**39.8**	**711,808**	**155,546**	**87,437**	**106,680**	**26,451**	**113,855**	**10,350**
Brazos	111.3	.0468	24.0	33.1	17.0	13.0	15.4	39.8	711,808	155,546	87,437	106,680	26,451	113,855	10,350
• Bryan	56.1	.0235	28.2	16.7	18.4	15.6	21.8	21.1	429,463	86,588	44,686	41,601	20,188	102,146	7,272
• College Station	46.5	.0195	22.6	56.3	14.7	8.6	7.1	15.5	272,275	65,250	41,506	64,641	5,585	11,546	3,066
SUBURBAN TOTAL	8.7	.0038	29.6	12.8	20.0	19.9	19.3	3.2	10,070	3,708	1,245	438	678	163	12
CORPUS CHRISTI	**358.0**	**.1503**	**28.6**	**12.0**	**17.7**	**17.3**	**21.4**	**115.6**	**2,139,367**	**485,566**	**223,382**	**224,302**	**118,263**	**441,482**	**39,753**
Nueces	293.3	.1231	28.7	12.4	17.9	17.2	21.4	95.8	1,870,333	395,312	206,597	207,764	112,574	378,385	32,261
• Corpus Christi	260.3	.1092	28.8	12.5	18.4	17.1	21.4	86.5	1,740,629	354,409	194,274	201,245	111,020	354,129	28,934
San Patricio	64.7	.0272	28.2	10.6	16.4	18.0	20.9	19.8	269,034	90,254	16,785	16,538	5,689	63,097	7,492
SUBURBAN TOTAL	97.7	.0411	27.9	10.9	15.5	17.9	21.1	29.1	398,738	131,157	29,108	23,057	7,243	87,353	10,819
DALLAS	**2,238.4**	**.9395**	**29.9**	**12.5**	**20.2**	**20.0**	**19.8**	**825.8**	**15,416,879**	**2,811,676**	**1,732,211**	**1,738,468**	**844,069**	**3,395,796**	**376,724**
Collin	190.5	.0799	29.4	8.6	19.8	23.8	15.2	61.1	1,037,604	231,921	86,597	158,102	71,825	180,366	30,584
Plano	96.2	.0404	28.3	7.6	23.4	26.0	8.3	29.6	630,251	151,437	64,286	137,094	32,492	48,196	17,070
Dallas	1,726.6	.7246	30.0	12.9	20.3	19.6	20.2	655.5	12,965,471	2,207,110	1,536,188	1,413,443	731,174	2,940,880	299,256
Carrollton	54.0	.0227	29.2	9.8	25.7	23.8	11.3	19.5	346,258	67,323	25,728	43,963	11,407	75,206	15,378
• Dallas	972.9	.4083	30.4	13.7	20.4	17.7	23.0	391.9	7,817,471	1,260,935	1,005,695	876,088	509,495	1,594,967	166,551
Garland	161.3	.0677	28.5	10.3	23.3	21.5	13.4	54.8	781,935	197,905	53,738	54,111	38,783	147,888	18,924
Grand Prairie	87.1	.0366	28.6	11.4	20.8	19.4	17.2	29.7	351,779	75,252	53,163	12,019	10,390	90,250	17,425
• Irving	124.2	.0521	29.0	14.6	20.4	21.8	16.0	46.5	949,406	167,422	75,242	98,145	30,355	385,732	21,255
Mesquite	77.8	.0327	28.2	11.9	19.4	23.1	13.8	25.3	610,683	90,099	37,881	176,867	22,680	84,909	13,775
Richardson	78.1	.0328	30.9	8.1	19.9	27.0	14.9	26.6	783,052	113,202	59,147	97,115	47,768	245,075	12,759
Denton	185.1	.0777	28.5	14.9	22.5	19.7	15.7	63.8	842,094	229,795	64,187	111,655	22,065	161,461	30,007
• Denton	49.4	.0207	26.7	26.8	19.6	15.3	18.4	18.1	426,729	91,382	36,757	72,951	10,906	86,959	20,465
Ellis	69.5	.0292	32.0	10.2	15.1	19.1	26.4	22.9	270,940	69,623	22,321	28,044	7,298	50,176	8,535
Kaufman	46.4	.0195	33.8	9.7	14.5	19.4	28.9	15.5	219,002	56,605	16,569	21,376	8,778	44,511	6,199
Rockwall	20.3	.0086	32.3	8.2	17.1	24.2	21.2	7.0	81,768	16,622	6,349	5,848	2,929	18,402	2,143
SUBURBAN TOTAL	1,091.9	.4584	29.7	10.5	20.1	22.0	17.4	369.3	6,223,273	1,291,937	614,517	691,284	293,313	1,328,138	168,453
DALLAS - FORT WORTH CONSOLIDATED AREA	***3,379.4***	***1.4183***	***30.2***	***12.5***	***19.7***	***19.9***	***20.6***	***1,239.2***	***22,809,932***	***4,318,606***	***2,499,558***	***2,653,441***	***1,183,485***	***5,027,727***	***544,965***
EL PASO	**538.3**	**.2259**	**26.7**	**13.8**	**17.1**	**17.5**	**18.3**	**158.0**	**2,352,424**	**456,607**	**251,954**	**364,522**	**139,315**	**436,087**	**49,340**
El Paso	538.3	.2259	26.7	13.8	17.1	17.5	18.3	158.0	2,352,424	456,607	251,954	364,522	139,315	436,087	49,340
• El Paso	469.9	.1972	27.3	13.0	17.0	17.7	19.3	142.2	2,282,087	439,744	244,834	361,656	135,396	426,381	47,150
SUBURBAN TOTAL	68.4	.0287	23.4	19.6	18.0	15.3	12.4	15.8	70,337	16,863	7,120	2,866	3,919	9,706	2,190
FORT WORTH - ARLINGTON	**1,141.0**	**.4788**	**30.6**	**12.5**	**18.6**	**19.7**	**22.2**	**413.4**	**7,393,053**	**1,506,930**	**767,347**	**914,973**	**339,416**	**1,631,931**	**168,241**
Johnson	85.6	.0359	32.2	10.2	15.8	20.4	25.1	29.2	368,366	94,948	27,402	39,369	7,757	86,791	13,921
Parker	53.7	.0225	33.9	9.8	14.9	21.1	27.2	18.9	217,094	55,133	16,530	11,183	3,819	52,957	6,180
Tarrant	1,001.7	.4204	30.4	12.9	19.0	19.5	21.7	365.3	6,807,593	1,356,849	723,415	864,421	327,840	1,492,183	148,140
• Arlington	215.2	.0903	28.5	15.1	23.4	20.4	14.3	79.8	1,569,863	316,158	184,641	212,630	54,834	411,028	25,936
• Fort Worth	417.5	.1752	31.2	13.4	17.8	16.5	26.8	158.0	3,243,463	555,547	353,271	377,331	182,743	775,833	71,379
SUBURBAN TOTAL	508.3	.2133	31.4	10.7	17.2	21.9	21.9	175.6	2,579,727	635,225	229,435	325,012	101,839	445,070	70,926
GALVESTON - TEXAS CITY	**214.8**	**.0902**	**31.0**	**11.6**	**17.6**	**18.8**	**24.1**	**76.6**	**1,217,865**	**314,071**	**133,295**	**111,971**	**37,100**	**244,067**	**34,252**
Galveston	214.8	.0902	31.0	11.6	17.6	18.8	24.1	76.6	1,217,865	314,071	133,295	111,971	37,100	244,067	34,252
• Galveston	62.5	.0262	31.9	13.4	17.9	15.7	28.8	24.5	417,304	100,830	65,912	49,536	14,517	63,241	9,371

The Papert Companies

......a newspaper advertising SALES organization!

TEXAS (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• Texas City	43.2	.0181	30.6	11.3	17.0	18.6	23.9	14.8	272,985	65,347	20,408	15,249	9,623	81,762	8,775
SUBURBAN TOTAL	109.1	.0459	30.6	10.6	17.7	20.8	21.4	37.3	527,576	147,894	46,975	47,186	12,960	99,064	16,106
HOUSTON	**3,176.8**	**1.3333**	**29.0**	**12.7**	**21.6**	**19.6**	**17.5**	**1,141.6**	**20,891,033**	**4,176,878**	**2,278,330**	**2,431,128**	**1,147,034**	**4,452,249**	**580,002**
Fort Bend	186.0	.0781	28.2	9.8	23.6	20.0	13.9	57.7	563,580	152,397	32,988	16,887	15,899	140,145	15,608
Harris	2,736.4	1.1484	29.0	13.1	21.8	19.4	17.5	1,001.3	19,191,431	3,773,774	2,172,221	2,340,452	1,101,972	3,967,118	531,334
• Baytown	59.9	.0251	28.7	13.0	19.2	17.1	20.8	21.3	434,838	110,780	37,179	36,093	15,365	110,976	12,254
• Houston	1,723.6	.7234	29.2	14.3	21.9	18.4	18.9	661.3	14,122,223	2,619,178	1,669,360	1,759,799	867,005	2,851,828	393,897
Pasadena	118.6	.0498	27.6	15.1	20.0	18.5	16.7	41.4	774,524	166,441	75,423	136,788	35,888	146,363	21,404
Liberty	56.5	.0237	31.4	10.1	16.1	18.5	25.7	19.4	291,120	80,492	17,355	24,071	5,009	79,826	10,480
Montgomery	174.4	.0732	30.2	9.3	17.7	22.7	18.7	56.4	608,156	149,681	47,108	39,495	21,035	117,201	19,531
Waller	23.5	.0099	27.9	20.5	13.9	16.0	24.1	6.8	236,746	20,534	8,658	10,223	3,119	147,959	3,049
SUBURBAN TOTAL	1,393.3	.5848	28.8	10.8	21.3	21.1	15.7	459.0	6,333,972	[illegible],920	571,791	635,236	264,664	1,489,445	73,851
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***3,594.7***	***1.5087***	***29.1***	***12.7***	***21.4***	***19.5***	***17.8***	***1,283.4***	***22,994,164***	***4,746,[illegible]71***	***2,479,757***	***2,632,954***	***1,218,919***	***4,881,236***	***638,179***
KILLEEN - TEMPLE	**237.1**	**.0995**	**25.4**	**21.8**	**18.4**	**15.5**	**16.9**	**74.6**	**1,033,446**	**222,136**	**112,353**	**156,839**	**54,293**	**228,597**	**20,955**
Bell	171.8	.0721	26.6	19.0	18.4	15.8	18.8	58.1	920,166	137,930	101,7[illegible]	139,381	45,089	207,145	18,272
• Killeen	58.0	.0243	23.8	24.5	19.5	15.2	11.3	21.1	418,644	74,872	43,436	64,527	24,967	114,899	7,236
• Temple	46.2	.0194	33.1	10.9	16.9	16.3	30.4	17.7	373,461	77,542	40,660	65,583	18,222	78,159	10,482
Coryell	65.3	.0274	23.8	29.1	18.4	14.6	12.1	16.5	113,280	34,208	10,568	17,458	9,204	21,452	2,683
SUBURBAN TOTAL	132.9	.0558	24.5	24.5	18.5	15.3	14.6	35.8	241,341	69,724	28,257	26,729	11,104	35,539	3,237
LAREDO	**117.1**	**.0491**	**25.4**	**12.0**	**15.4**	**15.6**	**19.5**	**30.6**	**877,865**	**185,373**	**57,258**	**140,252**	**90,803**	**87,524**	**15,906**
Webb	117.1	.0491	25.4	12.0	15.4	15.6	19.5	30.6	877,865	185,373	57,258	140,252	90,803	87,524	15,906
• Laredo	107.7	.0452	25.3	12.1	15.3	15.3	19.8	28.2	864,483	184,943	55,558	139,458	90,723	87,489	15,896
SUBURBAN TOTAL	9.4	.0039	26.3	10.3	17.0	19.8	15.5	2.4	13,382	430	1,700	794	80	35	10
LONGVIEW - MARSHALL	**169.7**	**.0712**	**31.3**	**12.0**	**16.4**	**17.8**	**26.2**	**60.4**	**1,203,470**	**249,683**	**109,357**	**149,336**	**68,917**	**291,074**	**30,955**
Gregg	112.5	.0472	31.0	12.6	17.1	18.1	25.1	40.7	947,859	204,106	86,504	129,670	41,822	232,267	23,335
• Longview	74.0	.0311	30.8	13.2	17.7	18.0	24.5	27.1	726,903	149,777	72,880	118,587	38,650	145,888	16,267
Harrison	57.2	.0240	32.2	10.9	14.7	17.4	28.5	19.7	255,611	45,577	20,853	19,666	27,095	58,807	7,620
• Marshall	24.7	.0104	32.7	12.0	14.2	14.8	32.0	8.8	205,576	38,564	15,124	17,054	13,299	54,387	7,079
SUBURBAN TOTAL	71.0	.0297	31.6	10.8	15.6	18.7	25.9	24.5	270,991	61,342	21,353	13,695	16,968	90,799	7,609
LUBBOCK	**225.0**	**.0944**	**27.2**	**18.7**	**18.2**	**16.5**	**19.3**	**78.7**	**1,460,984**	**261,316**	**146,877**	**185,001**	**93,639**	**370,271**	**22,553**
Lubbock	225.0	.0944	27.2	18.7	18.2	16.5	19.3	78.7	1,460,984	261,316	146,877	185,001	93,639	370,271	22,553
• Lubbock	183.4	.0770	26.9	20.2	18.7	15.9	19.0	65.5	1,342,716	242,139	142,079	178,887	92,863	319,852	21,098
SUBURBAN TOTAL	41.6	.0174	28.8	12.2	16.1	19.5	20.6	13.2	118,268	19,177	4,798	6,114	776	50,419	1,455
McALLEN - EDINBURG - MISSION	**340.8**	**.1431**	**26.1**	**11.1**	**15.6**	**15.3**	**20.8**	**91.6**	**1,547,735**	**322,160**	**121,562**	**224,140**	**97,105**	**257,679**	**35,632**
Hidalgo	340.8	.1431	26.1	11.1	15.6	15.3	20.8	91.6	1,547,735	322,160	121,562	224,140	97,105	257,679	35,632

There's more to Texas than Dallas/Ft. Worth and Houston ... *there's Austin!*

★ 657,000 Texans
★ 245,800 Households
★ $7.7 Billion Buying Income

Austin MSA

★ $4.1 Billion Retail Sales
★ 65% Daily Reach
★ 75% Sunday Reach
★ 84% Net Daily/Sunday Reach

★ Daily circulation 169,727 (up 8.6% over 1984)
★ Sunday circulation over 200,168 (up 9.4% over 1984)
★ Over 2,000,000 classified ads in 1984

Austin American-Statesman
Telling Austin's story proudly

© 1984 S&MM Survey of Buying Power

1985 Scarborough Market Study

ABC Publisher's Statement, March 31, 1985

TEXAS (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Edinburg	30.2	.0127	25.9	14.3	16.2	14.8	20.5	8.5	148,698	44,840	12,898	13,174	8,491	34,142	4,491
• McAllen	77.7	.0326	28.0	10.3	17.0	16.7	21.4	22.9	821,145	110,860	67,122	132,533	68,555	135,814	17,958
• Mission	29.1	.0122	28.3	10.7	14.2	14.4	26.1	8.3	109,866	41,767	6,543	13,288	4,282	19,719	2,922
SUBURBAN TOTAL	203.8	.0856	25.0	10.8	15.1	15.0	19.9	51.9	468,026	124,693	34,999	65,145	15,777	68,004	10,261
MIDLAND	104.8	.0440	30.1	12.1	18.8	18.6	22.1	37.8	979,898	183,723	85,896	133,361	60,805	164,127	17,399
Midland	104.8	.0440	30.1	12.1	18.8	18.6	22.1	37.8	979,898	183,723	85,896	133,361	60,805	164,127	17,399
• Midland	94.1	.0395	30.2	12.0	18.9	18.2	22.8	34.3	928,137	180,359	85,169	133,329	60,727	151,372	17,392
SUBURBAN TOTAL	10.7	.0045	28.4	13.1	17.4	22.2	16.3	3.5	51,761	3,364	727	32	78	12,755	7
ODESSA	137.5	.0578	28.7	13.6	18.7	18.0	20.2	49.2	1,243,034	225,939	131,928	171,520	80,432	286,016	18,443
Ector	137.5	.0578	28.7	13.6	18.7	18.0	20.2	49.2	1,243,034	225,939	131,928	171,520	80,432	286,016	18,443
• Odessa	106.8	.0448	29.0	13.6	19.0	17.8	20.8	38.9	1,148,474	214,926	116,046	169,354	77,327	283,950	17,658
SUBURBAN TOTAL	30.7	.0130	27.6	13.7	17.9	18.8	17.9	10.3	94,560	11,013	15,882	2,166	3,105	2,066	785
SAN ANGELO	95.5	.0401	30.8	14.8	16.5	16.9	26.2	34.3	681,141	132,255	67,664	91,838	38,321	152,949	13,557
Tom Green	95.5	.0401	30.8	14.8	16.5	16.9	26.2	34.3	681,141	132,255	67,664	91,838	38,321	152,949	13,557
• San Angelo	84.1	.0353	30.3	15.6	16.6	16.3	25.9	30.6	667,805	130,399	66,901	91,808	38,318	151,795	13,547
SUBURBAN TOTAL	11.4	.0048	35.1	9.0	15.0	21.5	28.6	3.7	13,336	1,856	763	30	3	1,154	10
SAN ANTONIO	1,190.7	.4998	29.2	12.9	17.6	17.6	22.1	394.9	6,431,839	1,390,785	762,439	778,421	361,010	1,214,134	115,371
Bexar	1,091.7	.4582	28.8	13.2	17.7	17.5	21.6	360.4	6,073,349	1,299,153	729,561	757,954	345,142	1,142,798	106,472
• San Antonio	860.1	.3610	29.0	12.8	17.3	16.7	23.0	288.6	5,266,008	1,086,504	641,510	654,717	290,747	1,065,092	96,911
Comal	44.7	.0188	35.7	8.9	14.6	19.1	31.8	16.0	183,432	51,532	18,321	11,682	6,163	35,655	3,689
Guadalupe	54.3	.0228	31.8	11.6	15.2	19.5	25.7	18.5	175,058	40,100	14,557	8,785	9,705	35,681	5,210
SUBURBAN TOTAL	330.6	.1388	29.6	13.2	18.3	20.1	20.0	106.3	1,165,851	304,281	120,929	123,704	70,263	149,042	18,460
SHERMAN - DENISON	95.7	.0402	34.4	11.1	15.2	17.9	31.2	36.2	546,724	104,635	45,549	70,715	24,746	125,940	18,672
Grayson	95.7	.0402	34.4	11.1	15.2	17.9	31.2	36.2	546,724	104,635	45,549	70,715	24,746	125,940	18,672
• Denison	24.4	.0102	34.0	10.8	15.8	16.9	31.5	9.5	173,923	36,474	15,081	16,250	4,043	43,644	10,085
• Sherman	31.4	.0132	32.5	13.7	16.5	16.5	29.4	12.1	298,488	49,578	26,141	50,760	18,609	60,832	5,904
SUBURBAN TOTAL	39.9	.0168	36.4	9.2	14.0	19.7	32.3	14.6	74,313	18,583	4,327	3,705	2,094	21,464	2,683
TEXARKANA	119.5	.0502	32.5	9.8	16.0	17.3	28.8	43.3	690,158	141,937	59,686	93,735	31,403	128,406	20,882
Bowie	80.7	.0339	32.8	9.8	16.0	17.7	28.8	29.4	510,388	81,915	42,008	82,879	24,254	120,128	12,932
• Texarkana	33.5	.0141	33.0	10.5	16.0	14.7	32.1	13.0	393,831	53,820	30,897	72,945	21,799	100,103	9,742
Miller, Ark.	*38.8*	*.0163*	*32.0*	*9.9*	*15.8*	*16.5*	*28.7*	*13.9*	*179,770*	*60,022*	*17,678*	*10,856*	*7,149*	*8,278*	*7,950*
• Texarkana	*22.2*	*.0093*	*33.4*	*10.0*	*15.3*	*15.4*	*32.2*	*8.3*	*171,130*	*58,583*	*16,355*	*10,801*	*6,971*	*7,998*	*7,929*
SUBURBAN TOTAL	63.8	.0268	32.0	9.4	16.1	19.3	25.9	22.0	125,197	29,534	12,434	9,989	2,633	20,305	3,211
TYLER	149.0	.0625	31.9	11.5	16.4	17.9	27.1	53.6	915,408	163,934	73,487	138,936	44,813	200,563	27,018
Smith	149.0	.0625	31.9	11.5	16.4	17.9	27.1	53.6	915,408	163,934	73,487	138,936	44,813	200,563	27,018
• Tyler	74.5	.0313	31.4	12.9	16.8	16.8	27.	27.7	812,722	143,118	66,065	136,487	42,234	188,409	23,317
SUBURBAN TOTAL	74.5	.0312	32.5	10.0	16.1	19.1	26.9	25.9	102,686	20,816	7,422	2,449	2,579	12,154	3,701
VICTORIA	77.6	.0325	29.0	12.2	17.9	18.0	21.4	26.1	550,467	108,363	46,137	72,140	25,132	108,739	9,306
Victoria	77.6	.0325	29.0	12.2	17.9	18.0	21.4	26.1	550,467	108,363	46,137	72,140	25,132	108,739	9,306
• Victoria	57.4	.0241	28.9	12.9	18.0	17.3	21.7	19.6	537,044	105,587	41,814	71,581	24,987	108,215	9,298
SUBURBAN TOTAL	20.2	.0084	29.4	10.4	17.5	19.9	20.4	6.5	13,423	2,776	4,323	559	145	524	8
WACO	185.9	.0780	31.3	15.2	15.1	16.2	28.3	67.3	1,044,297	222,989	105,819	144,555	46,410	210,418	21,484
McLennan	185.9	.0780	31.3	15.2	15.1	16.2	28.3	67.3	1,044,297	222,989	105,819	144,555	46,410	210,418	21,484
• Waco	105.8	.0444	30.3	19.0	14.9	13.4	29.6	39.5	827,761	149,494	91,448	135,791	37,857	162,541	16,980
SUBURBAN TOTAL	80.1	.0336	32.7	10.2	15.4	19.8	26.7	27.8	216,536	73,495	14,371	8,764	8,553	47,877	4,504
WICHITA FALLS	124.3	.0522	30.7	15.3	16.7	17.7	25.1	44.3	862,828	142,245	77,851	134,942	52,613	197,777	19,525
Wichita	124.3	.0522	30.7	15.3	16.7	17.7	25.1	44.3	862,828	142,245	77,851	134,942	52,613	197,777	19,525
• Wichita Falls	97.5	.0409	30.1	16.4	17.5	16.5	24.9	34.8	749,820	119,993	71,685	118,936	50,965	157,134	17,294
SUBURBAN TOTAL	26.8	.0113	33.1	11.0	14.3	21.7	25.6	9.5	113,008	22,252	6,166	16,006	1,648	40,643	2,231
OTHER COUNTIES															
Anderson	47.0	.0197	31.9	13.9	17.4	15.3	29.3	14.6	222,958	53,980	14,888	13,578	9,100	47,107	6,860
Andrews	15.4	.0065	28.5	12.3	15.9	18.2	21.5	5.0	70,626	18,629	6,351	3,087	891	22,298	2,312
Angelina	71.6	.0300	30.6	11.0	16.3	17.8	25.1	24.2	375,829	87,201	29,987	50,260	19,319	75,513	12,890
Aransas	17.8	.0075	36.5	8.8	12.8	17.0	34.8	6.5	79,393	26,526	9,122	2,287	3,940	5,029	1,314
Archer	8.3	.0035	33.9	9.8	14.6	18.9	29.5	2.9	24,344	6,394	1,103	1,152	169	9,440	817
Armstrong	2.1	.0009	39.7	7.3	12.5	18.6	37.7	.8	10,297	1,933	749		150	2,734	155
Atascosa	29.3	.0123	30.4	9.9	14.4	17.4	25.9	9.5	93,724	32,354	5,425	4,824	1,548	14,267	1,859
Austin	21.1	.0088	36.1	8.6	13.8	17.1	34.4	7.6	105,510	23,265	7,451	9,726	2,351	26,326	4,156
Bailey	8.0	.0034	30.6	10.6	13.2	17.9	26.2	2.7	28,740	4,541	2,259	1,210	1,067	10,356	456
Bandera	9.1	.0038	41.7	7.0	11.9	18.5	39.9	3.5	22,128	9,039	1,201	506	772	4,513	746
Bastrop	31.3	.0131	33.9	9.8	14.7	16.5	31.9	11.0	101,412	36,412	10,392	5,102	2,267	17,792	2,811
Baylor	4.9	.0021	43.0	7.2	11.9	16.4	42.6	1.9	36,390	6,672	1,846	1,201	273	9,682	1,100
Bee	28.5	.0119	27.9	14.2	16.8	16.2	22.0	9.0	123,277	32,596	10,201	9,014	5,714	22,415	3,899
Blanco	5.5	.0023	40.6	7.9	12.1	17.0	40.0	2.3	16,034	4,807	2,947		264	771	115
Borden	.9	.0004	33.2	9.1	12.7	20.1	27.7	.3	147	40					
Bosque	15.1	.0063	45.3	7.1	11.3	14.9	46.2	6.1	50,156	10,424	2,768	2,148	1,552	11,910	2,118
Brewster	7.8	.0032	29.2	18.5	15.7	15.2	25.7	2.8	39,336	11,668	3,047	3,211	585	8,779	2,019
Briscoe	2.5	.0011	34.9	8.7	13.9	15.9	34.0	1.0	4,657	1,863	184		73	1,039	179
Brooks	9.0	.0038	30.6	10.7	13.4	16.7	27.4	2.7	36,840	11,769	3,335	900	1,526	8,272	922
Brown	37.1	.0155	34.2	10.9	14.3	16.4	32.4	13.9	192,061	43,587	17,520	22,550	7,691	32,100	7,322
Burleson	14.5	.0061	36.3	9.7	12.7	15.9	35.6	5.0	66,193	17,791	4,585	2,671	1,836	17,924	1,242
Burnet	22.6	.0095	42.4	7.1	11.9	15.5	42.6	9.0	135,611	23,908	11,061	23,866	7,673	18,532	3,384
Caldwell	26.0	.0109	29.6	14.3	14.1	14.6	27.8	8.2	91,855	25,851	7,568	8,666	2,891	21,702	2,052
Calhoun	21.3	.0089	30.0	11.5	15.3	19.3	23.1	7.2	102,165	30,681	7,413	7,965	3,149	15,803	3,030
Callahan	13.2	.0056	38.2	8.2	13.0	18.7	35.4	4.8	31,552	11,236	2,758	962	361	8,743	972
Camp	10.0	.0042	34.4	9.4	14.6	15.7	33.3	3.8	40,379	5,655	3,228	1,078	3,132	10,699	1,634
Carson	6.9	.0029	34.2	8.7	14.3	18.9	30.0	2.4	16,077	5,538	1,110		144	2,742	299
Cass	31.8	.0134	34.2	9.3	13.8	17.6	31.3	11.2	90,573	30,833	4,901	11,626	3,905	14,892	3,261
Castro	10.6	.0044	26.6	9.8	15.3	17.5	19.7	3.3	30,956	9,851	1,428	588	408	7,408	593
Chambers	22.0	.0093	29.4	11.0	18.2	19.0	20.8	7.5	66,959	21,070	2,562	1,689	846	15,877	2,561

TEXAS (cont.)
S&MM ESTIMATES

POPULATION--12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Cherokee	42.1	.0176	35.6	9.9	13.8	16.9	33.8	14.8	170,308	34,915	9,606	19,041	3,163	45,734	4,099
Childress	6.9	.0029	39.8	8.3	12.2	16.5	38.9	2.7	28,153	10,787	2,958	1,227	503	5,819	1,036
Clay	10.4	.0044	37.7	9.1	12.9	19.4	34.4	4.0	43,737	7,915	2,629	1,940	1,183	5,943	1,863
Cochran	4.9	.0020	28.8	10.3	13.0	17.9	24.1	1.5	13,179	2,486	316	201	596	5,281	195
Coke	3.4	.0015	45.1	7.4	10.1	16.7	44.3	1.3	14,632	3,861	342	153	193	7,895	
Coleman	10.7	.0045	43.4	7.8	11.0	14.5	44.1	4.3	36,193	12,096	1,771	1,609	455	6,752	1,323
Collingsworth	4.5	.0019	37.7	8.5	12.3	15.0	37.8	1.7	18,397	4,133	684	777	534	5,602	588
Colorado	20.1	.0084	36.2	9.7	13.5	16.7	34.7	7.4	108,284	28,469	9,001	2,871	3,331	26,862	3,822
Comanche	13.2	.0055	41.7	7.3	11.9	16.7	41.2	5.0	46,556	13,878	2,568	4,529	1,078	10,169	1,407
Concho	3.0	.0013	39.5	7.2	12.8	14.6	40.3	1.1	12,331	1,899	238	361	57	6,170	179
Cooke	30.4	.0128	32.7	11.2	15.2	16.5	30.1	11.0	157,697	35,834	12,426	16,586	4,953	29,264	3,794
Cottle	2.8	.0011	40.0	7.8	11.9	16.3	39.6	1.1	11,394	3,108	685	469	181	2,896	305
Crane	4.9	.0021	28.8	11.4	15.3	17.7	22.8	1.7	32,818	13,405	1,544	936	560	10,297	1,891
Crockett	4.9	.0020	29.3	10.8	16.1	18.9	22.0	1.6	39,824	7,887	1,048	566	802	6,510	1,105
Crosby	8.7	.0037	31.3	10.3	11.5	17.7	28.1	2.8	17,564	6,616	282	1,048	464	4,833	331
Culberson	3.5	.0015	26.1	11.3	14.9	18.3	18.5	1.0	36,712	4,982	2,359	212	723	4,830	501
Dallam	6.9	.0029	30.8	10.0	15.1	17.6	26.1	2.5	28,835	5,346	3,363	1,577	84	8,701	344
Dawson	16.7	.0070	31.1	9.9	14.3	16.7	27.7	5.5	80,166	23,602	5,898	4,832	3,248	18,730	4,006
Deaf Smith	22.0	.0092	27.2	10.3	15.7	17.4	20.3	6.8	67,491	20,612	6,077	3,601	2,884	14,070	1,634
Delta	5.0	.0021	43.6	6.9	10.1	15.3	44.9	1.9	9,493	3,538	255	135	246	2,774	116
De Witt	19.6	.0082	38.6	8.6	12.8	14.7	38.8	7.1	92,674	20,420	6,503	8,048	2,404	21,869	4,346
Dickens	3.4	.0015	40.3	7.7	10.9	15.8	40.2	1.3	14,793	4,679	830	560		3,603	650
Dimmit	12.5	.0052	26.5	10.9	15.2	14.6	22.5	3.4	29,213	10,669	1,728	4,110	245	2,099	350
Donley	4.3	.0018	41.2	10.2	11.1	15.8	41.6	1.6	32,547	6,249	1,195	3,780	1,272	13,520	1,686
Duval	13.3	.0056	30.3	10.3	13.1	15.4	28.4	4.1	32,027	12,290	2,226	1,463	854	5,083	583
Eastland	20.6	.0086	40.6	11.2	11.8	14.7	41.0	8.1	92,628	25,068	8,940	2,503	2,138	21,148	3,934
Edwards	2.0	.0008	32.5	7.0	13.0	18.3	28.4	.7	5,942	1,956	398	126		83	117
Erath	25.3	.0106	34.5	15.4	13.6	15.1	34.2	9.9	115,332	27,227	11,376	10,059	2,443	28,710	4,497
Falls	18.7	.0078	40.5	8.8	11.7	14.3	41.0	7.2	57,492	15,881	2,512	7,911	1,323	6,368	3,931
Fannin	25.6	.0108	40.9	8.1	11.8	16.6	40.4	10.0	89,330	21,082	4,090	5,920	2,154	34,731	4,075
Fayette	20.2	.0085	42.7	8.6	12.3	14.4	43.2	8.0	127,981	27,842	18,373	7,599	3,325	21,448	3,565
Fisher	5.7	.0024	39.5	7.2	11.6	16.2	39.1	2.1	13,870	3,736	1,234	805	647	3,693	1,093
Floyd	9.5	.0039	32.4	9.1	12.5	17.3	29.4	3.2	25,334	4,531	1,317	879	141	8,710	752
Foard	2.1	.0009	43.3	7.1	11.6	15.2	43.4	.9	6,406	2,517	300			1,904	139
Franklin	7.9	.0033	38.1	8.0	13.6	16.9	36.8	3.0	24,121	6,909	821	539	1,626	4,288	1,549
Freestone	17.6	.0074	36.5	8.8	13.3	15.0	36.7	6.3	55,847	17,454	6,069	2,992	1,451	9,152	1,445
Frio	15.0	.0063	26.8	10.5	14.4	15.5	22.7	4.3	33,546	10,716	2,651	1,226	904	6,528	1,188
Gaines	14.4	.0060	28.1	11.0	14.7	18.3	21.6	4.6	52,813	15,640	4,964	903	2,940	19,341	2,056
Garza	5.3	.0022	32.2	9.8	13.6	17.4	28.7	1.8	21,362	7,957	1,286	369	711	882	369
Gillespie	15.5	.0065	42.1	7.5	11.8	16.3	41.9	6.0	96,296	24,268	7,770	4,736	4,458	17,210	1,940
Glasscock	1.3	.0005	26.5	10.2	15.8	16.8	19.7	.4	668	466	123				
Goliad	5.5	.0024	34.2	9.3	13.6	16.3	32.7	1.9	19,821	8,269	1,327	511	199	4,441	870
Gonzales	17.3	.0072	34.9	9.3	12.8	15.3	34.6	6.0	88,950	23,377	5,728	12,799	4,164	15,187	3,111
Gray	26.5	.0111	34.7	10.3	14.6	18.4	31.2	10.2	183,597	50,123	14,224	20,913	9,782	33,378	3,683
Grimes	17.6	.0074	38.4	9.1	12.9	14.0	39.5	5.3	76,624	12,706	4,111	11,609	1,109	21,498	1,436
Hale	38.9	.0163	29.7	11.5	14.9	16.9	25.2	12.7	144,155	32,579	12,261	20,567	6,200	36,234	5,046
Hall	5.5	.0023	39.1	7.5	12.4	15.7	39.1	2.1	16,219	7,962	1,201	1,479	269	1,651	696
Hamilton	9.0	.0038	47.0	6.9	10.7	15.2	47.1	3.8	28,399	8,461	2,011	1,923	1,389	3,696	1,621
Hansford	6.4	.0027	31.6	9.8	16.3	20.1	24.3	2.4	31,108	7,313	2,051	1,385	1,520	11,013	1,211
Hardeman	6.3	.0026	40.0	7.8	11.4	15.5	40.1	2.4	18,673	7,755	2,516	476	317	955	485
Hartley	4.5	.0019	34.5	6.9	14.7	20.6	28.6	1.4	16,406	6,554	316		1,852	5,173	
Haskell	7.7	.0032	41.8	7.6	11.0	15.0	41.8	2.9	32,995	7,440	1,970	2,128	797	11,018	1,431
Hemphill	6.5	.0027	28.4	13.1	17.6	17.1	21.2	2.2	28,702	4,880	1,812		834	5,033	1,317
Henderson	53.9	.0226	38.8	9.0	12.2	17.3	37.4	20.6	173,591	44,861	10,039	15,808	3,379	36,745	8,120
Hill	27.3	.0114	40.4	8.5	12.0	15.5	40.4	10.4	131,278	29,842	10,393	11,621	2,617	27,601	4,029
Hockley	25.2	.0106	27.8	14.0	15.0	17.0	22.1	8.2	94,627	27,331	7,931	6,451	1,341	30,416	2,961
Hood	25.1	.0105	36.6	9.4	14.8	17.8	34.3	9.6	109,805	23,390	10,123	13,255	1,531	31,085	2,378
Hopkins	28.4	.0120	34.9	9.5	14.9	16.8	33.0	10.6	134,389	27,871	15,547	12,059	2,923	36,553	4,013
Houston	24.3	.0102	34.7	9.3	18.6	16.4	33.0	8.1	77,356	18,409	4,952	6,496	2,764	25,013	2,813
Howard	32.8	.0137	33.5	10.8	14.7	18.9	28.9	12.1	259,070	59,009	24,199	34,633	8,147	60,605	6,297
Hudspeth	2.7	.0012	27.3	10.9	14.6	17.6	21.1	.8	5,414	2,032	187	79	72	767	
Hunt	63.7	.0267	34.0	12.5	13.6	18.8	29.9	23.4	295,200	75,784	27,259	28,849	12,679	50,725	8,991
Hutchinson	28.1	.0118	33.6	10.5	15.3	16.9	31.0	10.5	155,671	44,963	14,230	15,212	5,168	30,575	5,813
Irion	1.6	.0007	33.9	8.8	13.9	19.3	29.2	.5	2,335	877				45	
Jack	8.0	.0033	36.8	9.3	14.0	16.3	35.8	3.0	25,973	7,057	3,763	1,391	573	5,237	650
Jackson	13.9	.0058	32.9	10.6	14.2	17.5	29.5	4.9	61,589	19,309	2,965	2,803	1,553	21,006	1,501
Jasper	34.4	.0145	33.0	9.5	14.1	17.9	29.2	12.1	160,763	35,878	8,099	17,214	5,481	35,323	4,272
Jeff Davis	1.8	.0007	34.3	8.6	15.1	18.3	30.7	.6	4,370	2,694	779				
Jim Hogg	5.4	.0022	29.8	10.0	14.0	16.4	26.3	1.8	35,156	6,694	1,676	1,709	1,294	7,358	1,086
Jim Wells	39.2	.0165	28.7	11.1	15.5	16.9	23.4	12.2	212,977	56,072	16,257	14,823	7,557	52,429	4,250
Jones	18.4	.0077	37.5	8.0	12.5	16.9	36.1	6.7	72,800	15,032	3,623	2,087	1,177	26,557	2,578
Karnes	13.8	.0058	32.3	10.6	13.3	14.8	31.6	4.6	71,928	18,789	5,018	2,863	1,978	22,427	1,357
Kendall	13.7	.0057	37.5	7.7	12.7	21.3	32.5	4.7	65,511	15,474	4,826	1,658	872	25,733	1,250
Kenedy	.5	.0002	30.9	14.2	9.2	16.8	29.4	.2	2,092	857		1,235			
Kent	1.2	.0005	41.8	9.3	10.6	15.7	40.6	.4	5,096	1,040	116	976	89	1,585	
Kerr	34.7	.0146	43.0	8.4	11.8	15.4	43.2	13.4	183,941	45,113	17,302	19,236	7,121	25,852	4,691
Kimble	4.2	.0018	39.9	7.3	11.7	17.4	38.8	1.6	32,530	6,689	2,645	1,865	429	6,069	222
King	.4	.0001	28.6	12.3	16.7	17.5	21.7	.2	1,139	95				60	
Kinney	2.5	.0011	34.2	8.3	13.0	14.3	34.6	.8	3,342	537	387	63	58	1,249	
Kleberg	34.3	.0144	25.6	19.0	18.1	15.1	17.9	10.7	173,989	54,766	20,893	13,037	6,599	31,859	3,024
Knox	5.3	.0022	40.9	8.1	10.8	15.2	40.8	1.9	15,441	7,008	795	429	134	967	1,590

TEXAS (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Lamar	46.1	.0194	34.9	9.9	13.6	17.6	32.3	17.1	228,812	42,688	20,212	34,112	11,070	45,193	7,042
Lamb	19.0	.0079	32.3	9.4	13.4	16.7	29.7	6.4	56,081	17,327	3,503	1,942	1,640	11,683	2,503
Lampasas	13.8	.0058	35.3	8.4	13.9	18.8	31.7	5.1	46,857	10,337	3,155	5,312	1,143	13,302	1,560
La Salle	5.9	.0025	29.3	10.1	13.8	16.7	25.4	1.9	13,983	3,442	613	2,540	59	2,428	702
Lavaca	20.1	.0084	40.0	8.5	12.3	14.7	40.5	7.5	95,341	30,906	3,323	2,921	4,572	20,084	3,836
Lee	13.2	.0056	34.5	9.8	13.0	15.8	33.5	4.6	104,044	25,594	9,275	2,250	7,931	18,106	1,943
Leon	11.4	.0048	42.6	7.5	11.3	14.8	43.1	4.7	47,656	10,660	5,175	1,325	3,352	5,883	1,157
Limestone	22.7	.0095	38.6	9.5	13.2	15.5	38.4	8.1	79,235	23,926	3,775	7,539	3,554	12,576	2,150
Lipscomb	4.1	.0017	32.9	8.8	15.3	18.5	28.2	1.4	12,399	3,434	1,470	537	248	1,711	183
Live Oak	10.9	.0046	32.8	10.3	14.6	17.4	29.4	3.7	44,090	11,470	3,154	130	357	11,117	845
Llano	12.3	.0052	55.8	5.2	9.1	13.6	56.9	5.2	44,885	12,466	3,173	1,556	1,683	8,701	1,227
Loving	.1	.0000	44.5	10.0	8.0	25.0	43.0	.1	245	99					
Lynn	8.5	.0036	31.4	9.7	12.3	17.8	27.8	2.7	13,867	5,061	761	503	198	5,200	439
McCulloch	9.1	.0038	41.1	7.3	11.8	15.1	41.4	3.5	38,749	12,718	2,999	2,631	3,118	8,962	609
McMullen	.8	.0004	37.5	9.1	13.0	19.3	34.2	.3	1,978	765	95			91	
Madison	12.2	.0051	27.0	26.1	10.7	12.7	28.7	3.5	51,210	10,709	5,569	1,578	1,732	11,286	1,728
Marion	11.3	.0047	36.9	9.3	12.3	16.2	35.9	4.3	26,131	4,460	2,309	1,001	510	6,932	1,636
Martin	4.8	.0020	32.0	8.7	13.6	18.5	27.4	1.6	18,762	2,092	722		64	9,349	236
Mason	3.9	.0017	43.2	6.7	12.2	15.9	43.2	1.6	12,567	3,183	1,157	486	224	1,839	350
Matagorda	43.6	.0183	29.7	12.4	17.2	17.0	23.8	15.3	177,315	51,794	17,338	7,566	5,778	37,029	4,621
Maverick	38.8	.0163	24.4	11.4	14.8	16.3	17.8	9.5	155,972	39,630	6,270	15,573	7,124	17,402	4,231
Medina	25.3	.0106	32.5	9.0	14.2	17.4	29.0	8.4	111,165	26,041	5,686	5,769	1,947	53,501	1,799
Menard	2.4	.0010	41.2	6.7	12.3	15.1	41.7	.9	9,933	3,754	276			2,224	126
Milam	24.8	.0104	35.5	8.9	13.1	16.1	34.5	8.8	67,325	14,200	3,346	8,634	2,098	14,849	2,168
Mills	4.7	.0020	47.1	6.8	10.6	15.0	47.3	1.9	15,649	3,727	848	277	472	1,492	595
Mitchell	9.1	.0038	36.0	8.5	12.8	14.5	36.4	3.3	43,944	12,324	2,885	958	1,581	7,376	2,813
Montague	18.7	.0078	40.5	8.4	11.9	16.7	39.8	7.2	77,096	16,448	4,735	12,363	2,676	20,601	3,442
Moore	18.0	.0076	29.1	10.7	16.4	18.6	21.7	6.0	88,285	22,744	6,607	6,958	4,225	18,952	2,762
Morris	15.8	.0066	32.6	10.5	15.3	17.4	29.0	5.5	55,432	16,866	3,196	1,704	2,380	12,216	2,215
Motley	1.8	.0008	43.3	6.9	12.7	13.4	44.1	.8	3,964	1,059	104	84		1,061	285
Nacogdoches	52.6	.0220	27.8	22.9	15.7	14.5	24.2	18.5	239,163	53,062	17,932	17,006	11,396	50,299	9,711
Navarro	39.1	.0164	36.5	9.4	13.6	16.1	35.6	14.7	222,698	41,169	17,215	15,379	7,956	46,903	5,647
Newton	14.4	.0061	31.9	9.1	13.8	17.3	28.4	5.0	27,905	10,044	1,061	1,140	270	5,627	1,183
Nolan	18.1	.0076	34.0	9.1	14.8	16.8	31.8	6.5	103,801	22,069	8,033	8,121	2,476	19,497	5,978
Ochiltree	10.3	.0043	29.8	12.3	17.5	17.9	23.0	3.6	69,436	16,465	5,417	4,018	1,581	17,219	2,712
Oldham	2.4	.0010	27.1	8.2	14.5	18.1	20.4	.7	7,606	1,727	865		104	160	273
Palo Pinto	26.0	.0109	35.3	9.8	14.1	17.8	32.6	9.8	171,424	40,913	12,539	7,755	5,745	39,855	5,884
Panola	23.8	.0100	34.2	10.3	14.2	17.5	31.4	8.3	80,435	19,849	5,291	4,810	1,806	23,665	3,059
Parmer	11.3	.0048	28.8	9.9	15.2	18.4	22.2	3.4	19,350	7,131	1,215	328	195	6,706	349
Pecos	16.1	.0067	27.3	11.4	15.6	18.2	19.8	4.7	106,853	29,900	7,928	6,459	3,851	17,799	2,051
Polk	31.0	.0131	36.8	8.6	12.6	16.1	36.0	11.4	115,817	27,342	6,867	15,609	3,671	22,873	2,409
Presidio	5.4	.0022	32.2	8.3	12.0	16.7	29.9	1.8	20,903	2,990	941	7,001	886	1,883	308
Rains	5.7	.0024	40.1	8.3	12.0	17.5	38.9	2.4	15,120	5,784	315		3,281	887	596
Reagan	4.8	.0021	26.0	12.3	18.4	15.4	18.1	1.4	23,939	5,638	1,361	1,387		9,539	430
Real	2.7	.0011	37.5	7.7	11.0	18.5	35.0	1.0	5,665	1,883	587			505	246
Red River	16.9	.0071	37.9	8.2	12.7	15.5	37.7	6.4	74,755	12,163	3,055	15,416	1,335	5,064	1,655
Reeves	15.5	.0065	27.0	11.1	15.2	17.0	20.9	4.7	81,770	23,072	5,136	6,108	2,242	24,358	3,014
Refugio	9.4	.0039	32.6	10.6	13.2	17.2	29.7	3.2	55,119	12,971	4,893	1,401	430	12,896	1,415
Roberts	1.2	.0005	32.1	7.5	15.7	19.8	25.7	.4	3,615	1,439	164		567		
Robertson	15.5	.0065	37.3	8.6	11.6	13.9	38.3	5.9	61,339	16,231	3,265	8,314	721	18,029	1,981
Runnels	12.2	.0051	38.5	8.4	11.7	15.6	38.3	4.6	60,141	19,049	3,641	3,140	1,226	14,477	1,462
Rusk	46.2	.0194	34.8	9.4	14.5	16.2	33.6	16.4	153,360	31,240	10,393	19,621	8,893	37,314	5,671
Sabine	10.0	.0042	40.5	8.8	10.7	16.0	40.2	3.9	31,365	7,545	1,298	1,015	1,865	7,208	1,208
San Augustine	9.0	.0037	38.4	8.4	11.2	16.5	37.5	3.3	25,674	5,294	1,455	986	1,415	8,008	1,262
San Jacinto	14.7	.0062	35.0	8.3	13.1	18.8	31.2	5.5	16,706	6,174	1,340	163	187	3,424	514
San Saba	6.0	.0025	41.4	6.4	12.2	15.0	41.7	2.5	18,910	6,308	500	551	556	5,731	327
Schleicher	3.2	.0013	31.9	10.6	15.2	17.7	27.6	1.0	6,841	3,620	452	783		1,362	
Scurry	19.8	.0083	31.5	11.8	15.0	17.2	27.6	7.0	95,826	23,783	10,201	7,968	4,848	22,311	4,006
Shackelford	4.4	.0019	36.0	9.4	13.8	15.9	35.1	1.6	14,147	4,519	1,094	254	233	3,250	476
Shelby	25.1	.0105	36.6	9.1	12.8	16.7	35.2	9.3	96,936	26,000	3,563	12,311	4,454	15,586	4,622
Sherman	3.0	.0013	33.5	8.9	15.0	20.3	27.5	1.1	7,118	553	245	105	147	3,398	105
Somervell	4.9	.0021	31.7	11.1	17.2	16.3	28.1	1.9	10,934	5,723	1,336	477	247	834	269
Starr	34.4	.0144	24.9	10.7	13.3	16.4	20.1	8.7	81,382	33,915	3,858	4,584	4,747	11,156	763
Stephens	10.9	.0046	35.9	9.3	14.1	16.9	34.2	4.3	60,295	16,221	4,765	1,611	1,491	17,179	5,761
Sterling	1.4	.0006	31.4	10.0	14.9	16.0	28.6	.4	3,897	1,841					
Stonewall	2.4	.0010	41.5	8.0	11.4	16.5	40.8	1.0	7,627	2,581	1.640		55	854	570
Sutton	6.2	.0026	28.7	10.8	19.0	18.5	19.6	1.9	27,726	7,074	3,782	966	387	7,947	349
Swisher	9.5	.0040	32.2	9.5	12.8	17.8	28.7	3.3	34,683	10,360	2,282	1,484	297	6,807	4,198
Terrell	1.5	.0006	32.7	8.3	15.7	18.7	27.6	.6	7,029	353	450	680	75	2,483	
Terry	15.1	.0064	29.9	10.5	14.0	17.7	25.2	5.1	67,332	17,841	4,521	4,971	1,491	19,307	3,520
Throckmorton	2.1	.0009	43.1	7.0	10.6	17.8	43.0	.9	7,680	2,066	298			2,614	222
Titus	24.1	.0101	33.3	10.2	14.9	16.5	30.9	8.6	162,063	26,078	11,633	18,558	6,534	32,528	7,700
Trinity	11.0	.0046	40.3	7.8	11.5	16.2	40.0	4.3	37,382	10,944	1,750	1,503	432	10,868	1,160
Tyler	20.0	.0084	37.5	8.2	11.7	17.2	35.9	7.3	57,960	17,579	2,112	9,491	1,277	15,541	2,442
Upshur	33.6	.0141	33.6	9.5	14.7	17.7	30.2	11.8	91,692	15,824	5,463	7,418	1,148	24,590	3,676
Upton	5.0	.0021	28.4	12.0	15.5	17.1	22.7	1.6	17,459	7,440	1,142	1,329	196	463	376
Uvalde	24.7	.0104	29.5	11.2	14.4	16.6	25.5	7.6	100,428	29,416	8,635	8,741	3,318	14,760	3,015
Val Verde	41.4	.0173	26.3	12.6	16.8	16.9	18.5	12.0	206,179	53,260	19,184	15,042	6,717	48,794	2,588
Van Zandt	38.2	.0161	38.4	7.9	12.5	18.7	35.9	14.1	105,929	23,439	4,903	2,531	1,655	28,282	8,033
Walker	49.2	.0207	29.4	22.8	21.7	18.5	19.3	14.4	230,332	47,282	32,586	20,831	6,321	46,850	5,905
Ward	14.9	.0062	29.3	11.0	16.1	17.9	22.9	4.9	68,811	19,678	5,552	6,895	3,391	14,564	1,832
Washington	24.5	.0103	35.4	12.1	13.5	15.5	34.8	8.6	194,909	49,579	10,037	14,882	7,428	43,063	7,525

TEXAS (cont.)

S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Wharton	43.0	.0181	31.6	11.2	15.2	16.7	28.1	15.0	226,722	54,891	17,203	16,426	10,517	66,665	6,478
Wheeler	7.9	.0033	36.6	9.0	12.9	17.4	34.6	3.1	39,852	11,949	3,850	1,699	1,211	7,589	1,214
Wilbarger	16.7	.0070	37.0	9.6	13.5	15.5	36.6	6.1	82,861	21,374	8,536	9,322	3,088	15,578	3,835
Willacy	18.6	.0078	26.8	10.9	14.3	15.0	23.2	4.9	48,906	15,468	1,939	2,257	3,348	13,298	1,320
Wilson	19.6	.0082	32.0	9.5	14.6	17.7	27.9	6.4	61,964	21,418	2,225	3,610	1,401	17,255	1,016
Winkler	10.3	.0044	29.8	11.1	15.0	17.5	24.7	3.4	57,977	8,279	3,441	3,501	3,289	17,042	2,329
Wise	31.9	.0134	34.2	9.5	14.6	20.0	28.8	11.2	148,208	29,362	3,648	12,353	1,337	59,891	2,530
Wood	29.2	.0122	38.8	9.3	12.2	16.6	38.0	10.8	109,486	30,194	6,323	11,303	2,976	24,140	4,198
Yoakum	9.4	.0040	28.3	11.3	16.8	17.9	20.9	3.2	35,402	12,234	1,193	2,052	683	8,401	499
Young	21.3	.0089	36.5	9.4	14.2	17.0	34.8	8.3	100,691	26,547	7,654	16,107	4,450	19,472	2,174
Zapata	8.1	.0034	32.0	9.0	12.0	14.0	32.4	2.4	19,114	7,252	1,696	558	314	1,964	272
Zavala	12.1	.0051	25.7	10.6	14.5	14.5	21.9	3.2	23,954	9,639	2,382	647	1,103	2,114	923
TOTAL METRO COUNTIES	**12,923.0**	**5.4239**	**29.2**	**13.4**	**19.1**	**18.5**	**20.4**	**4,513.1**	**80,930,042**	**16,127,052**	**8,578,178**	**9,830,813**	**4,405,573**	**17,040,127**	**1,901,835**
TOTAL STATE	**16,167.6**	**6.7853**	**29.8**	**12.8**	**18.1**	**18.2**	**22.5**	**5,647.6**	**94,797,004**	**19,643,956**	**9,613,868**	**10,945,168**	**4,870,206**	**20,137,284**	**2,340,959**

TEXAS

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ABILENE	**1,197,286**	**22,954**	**25.3**	**31.1**	**16.1**	**10.0**	**.0567**
Taylor	1,197,286	22,954	25.3	31.1	16.1	10.0	.0567
• Abilene	1,087,177	22,990	25.5	31.3	16.1	9.9	.0520
SUBURBAN TOTAL	110,109	22,593	23.2	28.7	16.0	11.2	.0047
AMARILLO	**2,174,701**	**25,495**	**21.9**	**31.0**	**18.2**	**13.0**	**.0895**
Potter	979,649	20,751	27.0	32.4	13.4	6.1	.0501
• Amarillo	1,722,686	23,741	23.9	32.6	16.8	9.6	.0769
Randall	1,195,052	32,992	15.5	29.0	24.4	21.8	.0394
SUBURBAN TOTAL	452,015	41,286	9.6	20.7	27.0	34.1	.0126
AUSTIN	**7,690,394**	**26,269**	**21.2**	**27.2**	**19.0**	**16.1**	**.3002**
Hays	448,340	22,380	23.7	26.5	15.6	13.5	.0176
Travis	6,152,752	25,926	21.7	27.3	18.2	16.3	.2440
• Austin	4,756,193	24,162	23.1	28.2	17.1	13.6	.2026
Williamson	1,089,302	30,473	17.2	26.8	24.6	16.5	.0386
SUBURBAN TOTAL	2,934,196	31,268	17.4	25.5	22.6	21.0	.0976
BEAUMONT - PORT ARTHUR	**4,401,153**	**29,410**	**17.1**	**26.9**	**23.4**	**15.8**	**.1728**
Hardin	446,048	28,059	16.6	31.1	23.2	10.6	.0166
Jefferson	2,944,016	28,665	17.9	26.0	22.5	16.1	.1183
• Beaumont	1,396,992	26,664	19.2	25.3	20.1	16.2	.0621
• Port Arthur	647,818	24,770	19.0	28.0	19.5	11.4	.0264

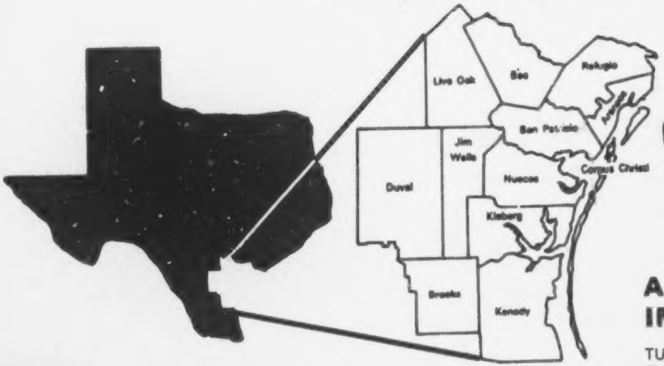
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Orange	1,011,089	32,064	15.4	27.4	26.3	17.2	.0379
SUBURBAN TOTAL	2,356,343	32,161	15.3	27.5	26.7	16.9	.0843
BRAZORIA	**2,442,433**	**36,059**	**12.5**	**25.0**	**29.7**	**22.5**	**.0849**
Brazoria	2,442,433	36,059	12.5	25.0	29.7	22.5	.0849
SUBURBAN TOTAL	2,442,433	36,059	12.5	25.0	29.7	22.5	.0849
BROWNSVILLE - HARLINGEN	**1,543,977**	**18,293**	**28.1**	**27.4**	**11.6**	**6.9**	**.0781**
Cameron	1,543,977	18,293	28.1	27.4	11.6	6.9	.0781
• Brownsville	585,917	18,243	27.5	27.1	11.7	7.0	.0335
• Harlingen	377,917	18,922	28.3	28.2	11.9	7.3	.0212
SUBURBAN TOTAL	580,143	17,946	28.6	27.3	11.3	6.5	.0234
BRYAN - COLLEGE STATION	**1,196,079**	**23,105**	**23.0**	**24.6**	**16.0**	**15.4**	**.0491**
Brazos	1,196,079	23,105	23.0	24.6	16.0	15.4	.0491
• Bryan	653,254	25,602	21.5	27.0	17.5	16.6	.0273
• College Station	440,821	13,381	26.0	20.6	12.9	12.9	.0188
SUBURBAN TOTAL	102,004	29,661	19.0	27.7	22.0	19.1	.0030
CORPUS CHRISTI	**3,364,445**	**25,111**	**21.5**	**29.1**	**19.5**	**12.0**	**.1449**
Nueces	2,822,853	25,277	21.5	29.2	19.7	12.2	.1228
• Corpus Christi	2,576,000	25,607	21.4	29.3	20.1	12.3	.1121
San Patricio	541,592	24,309	21.3	29.9	18.5	10.5	.0221
SUBURBAN TOTAL	788,445	23,604	21.9	28.8	18.0	10.8	.0328

The Corpus Christi Caller-Times



You can't cover South Texas without us.

78% READERSHIP IN THE 11 COUNTY CORPUS CHRISTI ADI.

A MARKET WITH OVER $680,000,000 IN FOOD SALES!

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

A HARTE-HANKS NEWSPAPER REPRESENTED BY LANDON A Newspaper Sales & Marketing Company

SOURCE: CORPUS CHRISTI MARKET STUDY, 1985; SURVEY OF BUYING POWER, 1984

YOU DON'T HAVE ALL OF
TEXAS WITHOUT THE
El Paso Times
El Paso Herald-Post
SIMPLY THE BEST COVERAGE
OF WEST TEXAS

CONTACT GANNETT MEDIA SALES/STORY & KELLY-SMITH

TEXAS (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
DALLAS	**28,632,648**	**29,821**	**18.3**	**28.5**	**21.0**	**19.6**	**1.1000**
Collin	2,524,500	39,504	11.9	21.5	24.9	32.8	.0890
Plano	1,384,060	46,333	7.4	18.0	27.9	42.5	.0495
Dallas	22,248,679	28,791	19.1	29.7	20.3	18.2	.8767
Carrollton	814,029	39,079	10.2	26.5	29.5	28.9	.0283
● Dallas	12,344,243	25,118	22.4	29.7	16.3	15.7	.5021
Garland	2,005,349	35,007	12.6	31.2	30.3	19.7	.0706
Grand Prairie	966,783	30,345	16.9	32.6	24.6	15.3	.0342
● Irving	1,613,178	31,276	17.0	33.4	23.8	18.1	.0637
Mesquite	883,795	33,747	13.5	32.2	29.2	17.8	.0378
Richardson	1,730,230	43,990	8.9	20.4	27.9	38.5	.0486
Denton	2,468,443	35,357	14.8	20.6	25.0	25.7	.0828
● Denton	589,717	24,777	22.2	25.6	16.6	16.8	.0255
Ellis	667,046	26,563	19.4	28.3	21.6	12.0	.0250
Kaufman	441,258	24,247	21.5	26.1	19.2	12.5	.0175
Rockwall	282,722	35,240	12.9	24.0	23.7	26.8	.0090
SUBURBAN TOTAL	14,085,510	35,012	13.8	26.9	26.0	24.1	.5087
DALLAS - FORT WORTH CONSOLIDATED AREA	***42,451,292***	***29,786***	***18.3***	***28.7***	***21.4***	***19.0***	***1.6350***

S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
EL PASO	**4,166,854**	**21,491**	**27.1**	**29.3**	**14.9**	**9.5**	**.1805**
El Paso	4,166,854	21,491	27.1	29.3	14.9	9.5	.1805
● El Paso	3,729,231	21,787	26.4	29.2	15.4	9.7	.1646
SUBURBAN TOTAL	437,623	19,390	34.1	30.4	10.8	6.9	.0159
FORT WORTH - ARLINGTON	**13,818,644**	**29,720**	**18.4**	**29.0**	**22.2**	**17.7**	**.5350**
Johnson	891,382	28,417	19.0	29.6	23.7	12.7	.0330
Parker	559,574	26,715	19.7	29.1	21.6	12.4	.0204
Tarrant	12,367,688	29,986	18.2	29.0	22.2	18.3	.4816
● Arlington	2,930,267	33,741	15.2	28.6	25.1	22.4	.1112
● Fort Worth	4,730,745	24,658	22.6	29.4	17.3	13.5	.2019
SUBURBAN TOTAL	6,157,632	32,463	15.9	28.8	25.4	19.3	.2219
GALVESTON - TEXAS CITY	**2,496,106**	**29,594**	**18.0**	**26.7**	**23.3**	**17.3**	**.0947**
Galveston	2,496,106	29,594	18.0	26.7	23.3	17.3	.0947
● Galveston	680,122	22,408	23.3	27.4	17.0	11.1	.0281
● Texas City	482,755	31,644	16.6	27.7	27.2	16.0	.0193
SUBURBAN TOTAL	1,333,229	33,825	15.0	26.0	25.9	21.9	.0473

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

TEXAS (cont.)

ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
HOUSTON	**39,853,435**	**31,812**	**17.0**	**28.3**	**22.8**	**19.8**	**1.5233**
Fort Bend	2,343,262	37,561	11.7	24.2	28.8	26.2	.0742
Harris	34,852,137	30,722	17.3	28.6	22.4	19.7	1.3500
• Baytown	706,498	31,608	16.1	27.5	25.6	17.4	.0288
• Houston	21,373,510	27,487	20.0	30.1	19.4	16.5	.8862
Pasadena	1,379,443	31,463	16.0	32.6	25.4	16.5	.0546
Liberty	550,528	26,027	18.3	28.8	20.7	11.4	.0221
Montgomery	1,902,943	31,668	15.7	29.0	25.0	17.9	.0656
Waller	204,565	25,465	18.5	27.4	19.2	13.0	.0114
SUBURBAN TOTAL	17,773,427	36,045	12.7	26.0	27.6	24.5	.6083
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***44,791,974***	***31,212***	***16.9***	***28.0***	***23.2***	***19.7***	***1.7029***
KILLEEN - TEMPLE	**2,157,853**	**21,543**	**28.8**	**30.3**	**14.9**	**8.8**	**.0856**
Bell	1,540,511	20,882	29.3	29.5	14.7	8.1	.0655
• Killeen	477,542	19,025	36.4	29.4	12.5	5.2	.0238
• Temple	471,375	22,332	23.9	29.3	16.4	9.6	.0217
Coryell	617,342	23,858	27.1	33.5	15.6	11.0	.0201
SUBURBAN TOTAL	1,208,936	22,948	26.9	31.3	15.5	10.5	.0401
LAREDO	**657,937**	**16,663**	**28.0**	**24.9**	**10.9**	**6.3**	**.0430**
Webb	657,937	16,663	28.0	24.9	10.9	6.3	.0430
• Laredo	571,278	15,914	29.1	24.6	10.0	5.2	.0401
SUBURBAN TOTAL	86,659	30,000	15.6	28.0	22.0	18.4	.0029
LONGVIEW - MARSHALL	**1,761,552**	**25,847**	**19.8**	**28.8**	**19.9**	**12.6**	**.0763**
Gregg	1,226,262	26,702	19.6	29.2	20.2	13.7	.0552
• Longview	834,165	27,450	19.5	30.1	20.1	14.6	.0392
Harrison	535,290	24,122	20.1	28.7	19.1	10.1	.0211
• Marshall	232,029	21,470	22.2	26.5	16.5	9.8	.0113
SUBURBAN TOTAL	695,358	25,490	19.2	28.5	20.8	11.3	.0258
LUBBOCK	**2,172,943**	**22,723**	**25.2**	**30.7**	**16.2**	**9.7**	**.0949**
Lubbock	2,172,943	22,723	25.2	30.7	16.2	9.7	.0949
• Lubbock	1,820,116	22,785	25.2	30.0	16.3	10.1	.0818
SUBURBAN TOTAL	352,827	22,447	25.8	33.0	15.5	8.0	.0131
McALLEN - EDINBURG - MISSION	**1,994,228**	**17,167**	**29.5**	**25.7**	**10.7**	**6.3**	**.1031**
Hidalgo	1,994,228	17,167	29.5	25.7	10.7	6.3	.1031
• Edinburg	189,804	18,452	25.6	28.3	11.8	6.4	.0097
• McAllen	620,490	21,737	25.6	28.2	14.7	10.9	.0376
• Mission	177,527	17,362	31.9	26.0	10.7	6.0	.0084
SUBURBAN TOTAL	1,006,407	15,486	31.7	24.0	8.7	4.3	.0474
MIDLAND	**1,499,907**	**32,817**	**15.6**	**27.6**	**21.6**	**24.5**	**.0606**
Midland	1,499,907	32,817	15.6	27.6	21.6	24.5	.0606
• Midland	1,378,397	32,941	15.5	27.1	21.3	25.1	.0561
SUBURBAN TOTAL	121,510	31,841	15.7	33.2	24.7	18.3	.0045
ODESSA	**1,612,361**	**29,282**	**18.1**	**30.2**	**22.2**	**16.2**	**.0716**
Ector	1,612,361	29,282	18.1	30.2	22.2	16.2	.0716
• Odessa	1,285,269	29,517	17.7	29.3	22.5	16.8	.0605
SUBURBAN TOTAL	327,092	28,524	19.9	33.9	21.1	13.8	.0111
SAN ANGELO	**1,026,352**	**24,096**	**23.7**	**28.9**	**17.4**	**12.7**	**.0437**
Tom Green	1,026,352	24,096	23.7	28.9	17.4	12.7	.0437
• San Angelo	896,218	23,569	24.2	28.9	17.1	12.0	.0399
SUBURBAN TOTAL	130,134	28,800	19.7	27.9	20.1	19.1	.0038

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

TURN TO
LANDON
FOR RESULTS
(See page B-26)

When you ask Landon . . .
you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

Largest Circulation Daily and Sunday

#
The One and Only

DAILY
169,884*

SUNDAY
204,918

*All Day Circulation
(9-10-84 to 9-30-84)

in San Antonio and South Texas!

When you want to reach South Texas, go with the LEADER. The Express-News now LEADS the other paper by 29,743 copies daily and 2,695 copies Sunday according to the Express-News Research Department's calculation based on ABC Newspaper Publishers Statements (Express-News and Light) for the six months ending September 30, 1984.

Express-News

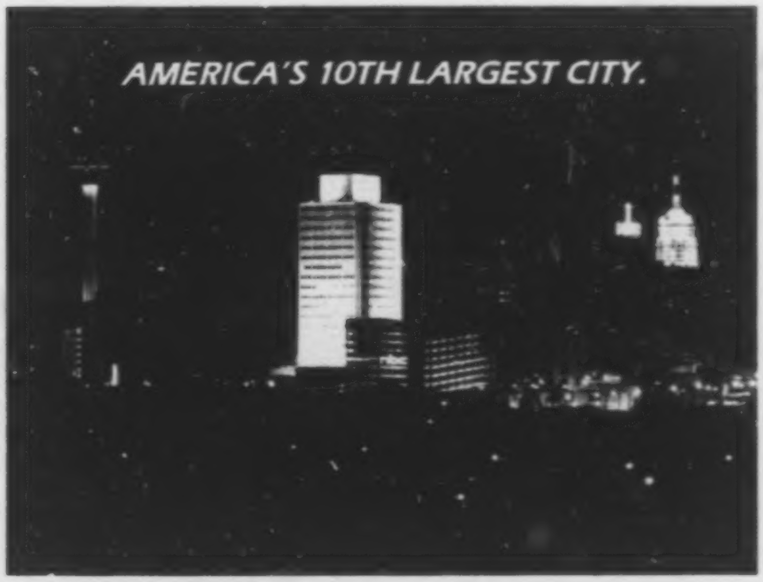
AVENUE E & 3RD ST. • P. O. BOX 2171 • SAN ANTONIO, TEXAS 78297 • (512) 225-7411 • REPRESENTED NATIONALLY BY BRANHAM NEWSPAPER SALES

TEXAS (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SAN ANTONIO	**11,552,919**	**24,521**	**22.5**	**29.5**	**17.8**	**12.5**	**.4729**
Bexar	10,518,877	24,355	22.7	29.4	17.6	12.4	.4363
• San Antonio	7,703,122	22,372	24.4	29.7	15.7	10.1	.3435
Comal	516,810	27,367	22.2	28.2	21.0	15.9	.0179
Guadalupe	517,232	25,505	21.0	30.2	19.7	10.9	.0187
SUBURBAN TOTAL	3,849,797	31,045	17.4	29.1	23.4	19.0	.1294
SHERMAN - DENISON	**1,023,459**	**24,465**	**22.5**	**29.6**	**18.8**	**11.2**	**.0405**
Grayson	1,023,459	24,465	22.5	29.6	18.8	11.2	.0405
• Denison	255,217	23,440	22.1	29.5	17.8	9.9	.0110
• Sherman	351,181	25,142	23.0	31.5	18.9	11.3	.0164
SUBURBAN TOTAL	417,061	24,531	22.2	28.3	19.3	12.0	.0131
TEXARKANA	**1,043,038**	**20,759**	**24.0**	**29.7**	**15.1**	**7.0**	**.0461**
Bowie	706,498	20,625	24.4	29.8	14.9	6.9	.0323
• Texarkana	296,358	18,726	26.0	27.5	12.5	6.7	.0177
Miller, Ark.	*336,540*	*21,058*	*23.2*	*29.6*	*15.5*	*7.2*	*.0138*
• Texarkana	*197,195*	*20,267*	*24.3*	*28.9*	*14.4*	*7.2*	*.0097*
SUBURBAN TOTAL	549,485	22,311	22.8	31.3	16.8	7.1	.0187
TYLER	**1,692,473**	**27,399**	**19.7**	**28.2**	**19.8**	**16.1**	**.0664**
Smith	1,692,473	27,399	19.7	28.2	19.8	16.1	.0664
• Tyler	886,336	26,959	20.7	28.5	18.4	16.7	.0423
SUBURBAN TOTAL	806,137	27,907	18.6	28.1	21.2	15.3	.0241
VICTORIA	**802,896**	**27,603**	**19.5**	**29.2**	**22.9**	**13.0**	**.0349**
Victoria	802,896	27,603	19.5	29.2	22.9	13.0	.0349
• Victoria	591,575	26,430	20.9	28.8	22.2	12.3	.0287
SUBURBAN TOTAL	211,321	30,716	15.0	30.8	25.0	15.0	.0062
WACO	**1,787,007**	**21,838**	**23.9**	**28.1**	**15.9**	**10.0**	**.0744**
McLennan	1,787,007	21,838	23.9	28.1	15.9	10.0	.0744
• Waco	992,782	19,345	27.0	27.3	12.5	8.6	.0473
SUBURBAN TOTAL	794,225	26,100	19.5	29.4	20.8	11.8	.0271
WICHITA FALLS	**1,285,325**	**23,572**	**23.6**	**30.5**	**17.2**	**10.7**	**.0553**
Wichita	1,285,325	23,572	23.6	30.5	17.2	10.7	.0553
• Wichita Falls	1,010,763	22,903	24.6	30.4	15.9	10.6	.0451
SUBURBAN TOTAL	274,562	26,254	20.0	30.8	22.0	11.0	.0102
OTHER COUNTIES							
Anderson	393,552	21,219	21.3	27.6	15.9	9.0	.0167
Andrews	170,388	31,195	17.8	27.8	25.5	17.9	.0063
Angelina	660,711	24,216	20.8	29.7	18.7	10.2	.0274
Aransas	198,490	24,510	22.6	29.4	16.4	14.5	.0073



In San Antonio...

Nobody outshines The Light!

San Antonio Light

THE LARGEST AND BEST DAILY NEWSPAPER IN SOUTH TEXAS

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE AND C. W. O & O, INC.

TEXAS (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Archer	74,818	22,243	23.7	33.7	12.9	9.1	.0026
Armstrong	27,792	29,455	21.0	24.1	21.1	20.5	.0011
Atascosa	228,607	20,642	23.7	29.2	14.5	7.7	.0091
Austin	235,269	24,970	18.7	23.4	19.8	16.0	.0087
Bailey	54,798	15,640	34.1	24.6	6.3	6.3	.0024
Bandera	94,002	22,440	24.1	28.7	16.8	10.9	.0031
Bastrop	202,132	20,670	24.9	26.6	16.0	8.8	.0104
Baylor	41,880	17,937	28.0	26.9	12.8	5.3	.0021
Bee	233,053	20,534	25.8	28.4	13.7	9.2	.0098
Blanco	55,905	18,871	29.2	27.8	12.3	6.9	.0020
Borden	5,245	13,818	32.4	18.0	11.3	2.3	.0002
Bosque	148,143	20,223	25.1	27.1	15.1	8.4	.0052
Brewster	56,975	16,737	27.7	26.7	11.4	3.4	.0027
Briscoe	17,383	13,474	32.1	20.6	7.1	3.4	.0006
Brooks	49,735	14,206	30.0	20.0	10.4	2.4	.0026
Brown	349,665	20,366	27.1	27.8	14.2	8.8	.0143
Burleson	120,815	20,467	21.4	27.1	15.1	8.6	.0052
Burnet	226,654	20,560	28.9	28.2	15.0	8.2	.0094
Caldwell	198,583	19,016	26.5	26.3	13.7	7.7	.0080
Calhoun	213,720	27,397	19.5	29.3	20.5	12.9	.0084
Callahan	111,095	20,306	24.0	31.1	13.6	6.0	.0040
Camp	106,393	23,883	20.5	25.7	18.2	12.5	.0038
Carson	71,713	27,074	19.7	32.9	20.1	12.3	.0024
Cass	208,249	22,223	21.2	26.5	17.8	9.9	.0104
Castro	66,246	16,832	33.2	27.3	8.3	5.3	.0029
Chambers	205,007	25,928	19.8	29.5	21.2	9.6	.0073
Cherokee	344,835	18,556	24.9	26.6	13.1	7.1	.0142
Childress	53,027	15,390	32.3	25.2	8.6	4.0	.0022
Clay	102,682	21,815	23.2	28.8	15.5	9.4	.0039
Cochran	29,798	15,228	33.4	22.8	7.0	5.8	.0013
Coke	35,040	20,926	26.7	23.6	18.2	10.1	.0013
Coleman	98,024	18,924	25.6	28.3	12.5	6.7	.0037
Collingsworth	40,879	18,182	25.7	24.3	11.1	11.4	.0016
Colorado	186,239	19,656	22.2	25.7	14.4	9.3	.0078
Comanche	113,160	16,616	28.5	22.8	10.7	7.9	.0044
Concho	25,632	17,926	29.3	28.0	10.0	7.4	.0011
Cooke	281,162	22,560	24.5	32.2	15.2	8.2	.0117
Cottle	28,206	17,643	27.5	22.0	9.5	12.5	.0009
Crane	53,000	30,062	19.1	26.7	27.2	12.9	.0023
Crockett	44,343	23,974	22.4	31.5	14.5	12.0	.0022
Crosby	50,080	14,029	34.7	19.4	6.4	4.8	.0021
Culberson	16,611	13,971	36.5	24.3	5.5	1.6	.0015
Dallam	49,483	17,138	30.4	30.6	7.7	4.2	.0021
Dawson	133,835	20,274	26.1	29.3	13.1	8.2	.0059
Deaf Smith	148,563	18,333	31.9	31.3	8.4	5.4	.0062
Delta	40,012	16,190	25.8	26.0	10.6	5.6	.0016
De Witt	170,965	18,761	23.9	24.2	13.7	9.4	.0071
Dickens	20,077	11,710	32.6	19.7	5.8	1.5	.0010
Dimmit	62,039	14,190	30.2	22.6	7.6	3.9	.0030
Donley	33,757	16,119	27.6	25.8	8.4	6.3	.0017
Duval	90,607	17,805	22.8	25.3	13.5	7.0	.0037
Eastland	175,061	17,019	28.6	26.4	10.6	5.5	.0072
Edwards	15,241	16,500	37.5	24.4	8.9	6.0	.0006
Erath	257,750	19,575	25.4	27.5	11.8	9.8	.0098
Falls	152,566	15,761	26.5	21.5	12.1	6.4	.0058
Fannin	217,527	17,937	25.2	28.8	10.7	5.5	.0086
Fayette	202,274	19,932	23.1	22.9	16.9	10.1	.0086
Fisher	46,402	18,482	25.7	31.1	8.6	6.2	.0016
Floyd	58,490	15,223	32.4	23.4	8.6	3.7	.0025
Foard	16,113	13,194	31.4	18.3	6.3	5.6	.0006
Franklin	71,119	18,935	26.0	28.7	12.4	6.9	.0026
Freestone	153,007	18,554	22.3	23.2	14.9	9.1	.0058
Frio	85,003	15,613	32.0	23.2	10.0	4.1	.0036
Gaines	118,501	20,845	26.7	27.1	14.3	10.2	.0047
Garza	49,158	21,325	26.6	27.0	15.1	11.1	.0019
Gillespie	139,746	19,715	28.7	31.7	11.1	6.3	.0062
Glasscock	8,476	16,667	34.1	23.4	7.5	8.3	.0003
Goliad	50,566	22,222	22.9	27.1	17.1	10.2	.0020
Gonzales	135,593	17,547	26.3	25.4	11.2	7.8	.0060
Gray	292,026	25,064	20.5	31.7	18.2	11.0	.0122
Grimes	122,940	17,597	23.3	25.8	12.0	6.9	.0056
Hale	283,322	18,497	28.4	28.7	10.8	6.4	.0120
Hall	29,854	10,675	30.1	16.2	3.6	2.6	.0015
Hamilton	82,595	16,530	28.0	25.8	10.6	5.1	.0029
Hansford	59,530	21,075	26.3	32.1	12.9	7.3	.0026
Hardeman	58,936	19,959	25.2	27.8	14.6	7.5	.0020
Hartley	39,848	24,176	24.5	33.7	12.0	13.0	.0016
Haskell	56,676	14,965	28.1	23.7	7.0	6.5	.0025
Hemphill	56,567	22,918	26.6	35.9	13.4	7.0	.0022
Henderson	547,728	22,242	24.0	29.1	16.0	9.9	.0193

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Hill	241,916	18,209	26.7	26.2	12.3	7.5	.0100
Hockley	210,426	22,988	21.5	30.7	16.6	8.8	.0084
Hood	336,062	31,105	18.4	25.2	23.3	20.5	.0111
Hopkins	242,570	18,878	28.1	28.3	12.0	6.7	.0102
Houston	205,106	17,696	24.9	22.0	12.8	10.4	.0078
Howard	329,992	22,647	23.6	29.5	15.9	10.4	.0152
Hudspeth	15,830	15,032	37.8	23.1	5.9	4.9	.0006
Hunt	630,633	23,189	22.1	28.1	17.3	11.0	.0244
Hutchinson	353,132	31,861	16.3	27.7	26.0	17.3	.0129
Irion	14,218	24,083	19.0	30.2	16.4	13.0	.0004
Jack	74,638	21,141	25.7	31.9	12.6	8.0	.0027
Jackson	126,660	22,370	22.2	29.8	15.6	9.8	.0052
Jasper	306,424	22,132	21.9	28.6	17.5	8.3	.0125
Jeff Davis	12,545	15,955	35.9	23.8	8.0	5.0	.0005
Jim Hogg	34,646	15,053	24.9	27.5	6.7	5.2	.0020
Jim Wells	272,717	18,820	24.6	30.1	11.0	6.1	.0135
Jones	152,816	18,106	25.2	28.1	10.1	7.4	.0061
Karnes	109,453	19,295	23.9	25.3	14.1	9.2	.0050
Kendall	132,044	23,605	22.5	26.1	17.9	13.1	.0053
Kenedy	7,134	17,200	28.0	26.0	6.0	9.5	.0001
Kent	7,585	15,000	31.5	24.5	9.8	3.3	.0004
Kerr	411,013	25,113	23.6	31.4	16.5	12.9	.0152
Kimble	32,384	17,778	26.9	32.6	9.2	3.6	.0017
King	3,832	16,333	39.5	33.5	1.5	2.5	.0001
Kinney	14,958	15,821	32.9	23.1	9.6	3.1	.0006
Kleberg	267,456	19,784	25.4	26.8	14.5	8.1	.0121
Knox	38,534	14,367	25.5	22.1	9.6	5.9	.0016
Lamar	410,189	19,906	24.3	27.7	13.7	8.3	.0171
Lamb	130,099	16,308	33.2	25.1	9.1	4.5	.0053
Lampasas	118,809	18,890	29.2	27.1	11.7	8.0	.0047
La Salle	37,792	14,404	25.8	20.4	10.9	4.4	.0015
Lavaca	181,779	20,027	21.9	25.7	15.4	8.9	.0074
Lee	104,473	18,235	24.5	25.3	14.6	6.3	.0055
Leon	104,200	16,149	22.7	23.5	11.1	8.7	.0042
Limestone	179,882	16,423	25.5	24.4	10.2	7.5	.0072
Lipscomb	38,508	22,969	22.9	30.1	13.9	13.3	.0014
Live Oak	83,860	19,011	27.3	29.0	11.7	6.9	.0036
Llano	121,509	17,823	31.9	25.7	11.0	7.0	.0045
Loving	2,227	10,062	31.0	6.0	5.0	9.0	.0000
Lynn	49,066	14,952	31.5	24.4	7.4	3.7	.0019
McCulloch	71,228	15,255	31.0	21.8	7.4	7.5	.0031
McMullen	8,868	24,600	25.7	31.9	22.7	7.7	.0003
Madison	103,550	20,478	22.5	22.9	15.6	12.4	.0043
Marion	88,718	17,225	23.6	28.2	11.5	4.8	.0032
Martin	43,650	22,091	26.3	28.5	12.6	12.5	.0016
Mason	27,633	13,962	32.0	20.9	8.2	2.8	.0012
Matagorda	457,816	29,020	17.0	29.4	23.1	12.9	.0167
Maverick	165,142	13,863	33.9	23.3	6.0	2.4	.0101
Medina	203,010	20,311	26.9	29.3	13.6	7.8	.0086
Menard	13,798	12,344	33.5	19.2	5.1	1.4	.0007
Milam	216,971	20,065	21.2	21.9	18.7	9.6	.0078
Mills	46,940	20,592	25.4	29.9	13.5	8.1	.0017
Mitchell	76,673	18,063	24.8	24.6	11.3	9.5	.0032
Montague	155,224	17,841	28.5	28.5	11.1	4.8	.0064
Moore	168,593	26,042	20.3	38.2	19.5	8.5	.0068
Morris	129,159	21,881	20.4	31.4	17.3	5.0	.0052
Motley	13,496	12,387	31.2	17.9	7.5	3.4	.0005
Nacogdoches	441,283	18,184	27.1	26.4	11.7	7.7	.0184
Navarro	359,550	19,089	26.4	25.9	13.9	8.3	.0155
Newton	123,261	21,506	22.1	25.4	19.8	7.3	.0042
Nolan	172,123	22,007	23.7	28.7	15.9	9.9	.0072
Ochiltree	112,455	28,489	19.9	34.5	22.4	11.8	.0046
Oldham	14,199	16,393	39.7	25.6	8.6	4.6	.0007
Palo Pinto	252,917	21,024	24.9	30.9	12.9	8.9	.0110
Panola	196,814	21,023	22.8	31.4	15.6	5.2	.0077
Parmer	64,187	16,441	35.6	25.5	8.0	3.6	.0026
Pecos	131,253	25,535	21.1	32.6	21.8	8.8	.0064
Polk	252,271	17,184	29.0	24.0	12.1	6.9	.0102
Presidio	28,082	11,796	28.3	18.8	5.9	2.4	.0015
Rains	52,266	17,242	25.0	29.7	7.6	6.0	.0018
Reagan	40,342	26,515	21.3	34.8	19.9	9.9	.0017
Real	15,086	11,346	33.2	17.5	4.2	2.3	.0007
Red River	112,338	13,305	30.2	21.1	6.1	3.9	.0053
Reeves	116,387	20,648	23.5	29.0	13.4	9.1	.0055
Refugio	92,550	24,453	20.8	26.7	16.9	13.8	.0039
Roberts	11,236	23,444	22.2	33.1	12.4	14.5	.0003
Robertson	121,487	15,617	22.3	23.2	11.4	5.9	.0051
Runnels	107,203	19,459	25.2	29.3	12.3	7.0	.0046
Rusk	471,701	25,497	19.7	28.3	18.3	13.4	.0165
Sabine	73,834	14,651	27.0	23.7	9.2	3.7	.0031

TEXAS (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
San Augustine	70,838	16,551	26.8	24.2	9.7	7.5	.0027
San Jacinto	113,801	17,047	24.7	26.3	13.0	4.4	.0039
San Saba	53,934	16,493	29.0	23.9	10.2	6.5	.0020
Schleicher	26,599	21,826	24.3	29.3	16.3	8.6	.0009
Scurry	217,359	26,740	20.9	29.5	18.1	16.1	.0081
Shackelford	45,239	22,400	23.0	27.3	15.9	12.2	.0016
Shelby	202,154	17,119	22.0	25.1	12.2	6.3	.0083
Sherman	43,301	26,952	21.3	29.6	21.4	15.0	.0013
Somervell	49,485	23,351	22.5	30.7	16.6	9.5	.0017
Starr	142,397	12,098	28.4	19.8	5.6	3.9	.0076
Stephens	103,435	20,204	25.3	29.1	14.0	7.3	.0043
Sterling	9,474	16,833	31.3	24.7	11.5	5.8	.0004
Stonewall	25,315	21,333	25.0	28.1	16.6	8.8	.0007
Sutton	53,064	23,390	22.6	33.7	16.8	7.2	.0023
Swisher	61,788	15,673	32.4	25.7	6.6	4.8	.0028
Terrell	16,247	22,583	17.8	26.4	14.8	13.0	.0005
Terry	127,862	21,475	23.8	30.4	14.1	9.0	.0054
Throckmorton	13,513	11,194	29.9	16.7	4.8	3.4	.0007
Titus	243,715	25,154	18.6	27.8	19.5	12.6	.0104
Trinity	90,551	16,538	23.9	26.0	11.3	5.7	.0035
Tyler	171,854	19,233	24.6	27.4	13.7	7.4	.0064
Upshur	287,893	21,996	22.7	32.1	15.1	7.1	.0105
Upton	43,103	22,971	22.9	27.1	17.5	11.9	.0017
Uvalde	174,059	18,355	28.9	27.0	12.1	6.7	.0077
Val Verde	273,565	17,806	31.1	27.5	10.1	6.2	.0136
Van Zandt	343,642	20,304	26.2	27.5	15.7	7.4	.0123
Walker	450,854	21,802	21.8	25.1	15.9	12.3	.0182
Ward	139,396	26,225	19.0	29.5	21.1	12.0	.0056
Washington	259,409	23,750	20.4	25.8	18.5	12.8	.0115
Wharton	388,668	22,729	20.4	28.1	17.8	9.4	.0163
Wheeler	79,157	19,797	24.3	27.5	12.6	9.5	.0032
Wilbarger	155,208	19,177	24.8	[illegible]	14.2	9.6	.0063
Willacy	92,104	13,592	30.9	20.6	6.9	5.0	.0045
Wilson	140,986	19,068	25.9	30.7	11.7	5.3	.0059
Winkler	93,447	26,586	17.3	31.1	21.3	10.2	.0039
Wise	328,490	26,282	20.9	28.3	19.7	13.5	.0125
Wood	274,185	20,783	25.2	27.1	16.2	8.2	.0104
Yoakum	97,948	28,892	15.7	31.9	25.1	11.3	.0035
Young	237,901	21,663	24.0	28.7	13.9	11.5	.0086
Zapata	41,532	13,528	32.5	20.7	6.6	4.0	.0020
Zavala	55,720	13,752	34.4	20.8	7.1	3.0	.0026
TOTAL METRO COUNTIES	**144,711,865**	**27,565**	**20.0**	**28.4**	**20.2**	**16.3**	**5.7652**
TOTAL STATE	**172,873,159**	**26,004**	**20.9**	**28.2**	**19.1**	**14.7**	**6.9050**

UTAH

UTAH

S&MM ESTIMATES

POPULATION—12/31/84 | RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PROVO - OREM	**255.7**	**.1073**	**22.7**	**20.5**	**16.4**	**12.3**	**14.4**	**69.0**	**834,423**	**193,061**	**52,784**	**112,402**	**51,173**	**153,300**	**30,126**
Utah	255.7	.1073	22.7	20.5	16.4	12.3	14.4	69.0	834,423	193,061	52,784	112,402	51,173	153,300	30,126
• Orem	62.3	.0261	21.8	13.5	18.3	13.3	12.3	16.7	302,138	57,110	15,968	68,873	19,144	38,966	9,980
• Provo	77.9	.0327	22.6	38.6	15.9	8.0	13.0	21.2	281,168	55,104	18,568	19,216	24,377	71,761	12,273
SUBURBAN TOTAL	115.5	.0485	23.2	12.0	15.7	14.7	16.6	31.1	251,117	80,847	18,248	24,313	7,652	42,573	7,873
SALT LAKE CITY - OGDEN	**1,032.7**	**.4334**	**26.6**	**12.4**	**18.4**	**16.4**	**18.1**	**334.3**	**4,976,401**	**1,092,515**	**381,863**	**658,903**	**353,853**	**959,318**	**133,670**
Davis	171.9	.0722	24.2	11.8	16.7	17.9	14.0	48.0	623,094	155,866	29,371	67,889	48,807	164,393	7,923
Salt Lake	703.1	.2951	26.9	12.5	19.2	16.1	18.3	233.0	3,553,087	761,892	294,647	462,715	261,354	631,479	102,393
• Salt Lake City	166.9	.0700	30.7	15.4	20.2	12.9	28.4	71.2	1,422,851	237,980	154,695	139,791	129,239	252,259	43,269
Sandy	64.6	.0271	22.7	7.2	24.8	16.6	6.2	16.7	152,711	54,661	11,785	16,474	4,193	11,430	2,031
Weber	157.7	.0661	27.7	12.9	16.4	16.0	22.0	53.3	800,220	174,757	57,845	128,299	43,692	163,446	23,354
• Ogden	68.7	.0288	29.3	15.2	16.2	13.3	27.4	26.3	609,357	113,585	40,616	108,576	30,233	134,545	13,643
SUBURBAN TOTAL	797.1	.3346	25.4	11.5	18.3	17.4	15.2	236.8	2,944,193	740,950	186,552	410,536	194,381	572,4[illegible]	76,758
OTHER COUNTIES															
Beaver	4.9	.0020	30.3	8.6	13.0	14.5	29.5	1.5	19,184	4,181	2,850	820	790	560	295
Box Elder	36.8	.0155	26.4	9.9	14.0	16.8	21.1	10.9	134,895	35,722	12,350	8,521	6,357	33,490	6,516
Cache	64.9	.0272	24.1	19.3	17.0	13.0	17.5	20.1	254,551	58,756	14,973	39,367	15,852	38,001	7,903
Carbon	26.2	.0110	27.8	11.8	17.6	14.6	22.8	8.7	133,245	44,495	8,787	12,150	7,064	22,223	5,153
Daggett	.8	.0003	26.2	11.1	19.4	16.8	16.2	.2	3,730	1,538	230	645			
Duchesne	16.0	.0067	23.4	10.8	15.7	15.8	16.1	4.4	79,013	21,017	2,699	6,227	2,343	18,115	4,631
Emery	14.4	.0060	23.5	11.6	17.2	15.1	15.1	4.0	31,416	6,954	2,884	369	463	1,099	292
Garfield	4.0	.0017	30.1	9.9	14.9	15.5	27.1	1.2	8,035	2,238	1,039	294	115	759	347
Grand	8.6	.0036	27.5	11.8	18.4	18.0	18.1	3.1	58,306	14,360	4,034	2,459	1,068	4,273	2,175
Iron	20.2	.0085	24.3	15.2	15.2	14.8	18.5	6.2	127,410	26,500	9,585	9,409	5,846	26,952	1,946
Juab	6.2	.0026	28.2	8.9	14.9	14.6	25.4	1.8	21,477	5,098	2,300		436	4,625	418
Kane	4.8	.0020	29.4	6.8	14.3	16.1	25.9	1.5	17,053	2,554	2,706	740	235	614	269
Millard	12.8	.0054	27.6	8.0	13.5	14.2	25.9	3.9	39,962	13,849	2,329	914	1,468	4,554	1,220
Morgan	5.5	.0023	25.8	9.3	12.7	21.1	17.2	1.5	8,254	705	826		151	5,143	161
Piute	1.4	.0006	33.3	5.8	11.0	15.2	32.9	.4	1,308	482	1[illegible]7	91	77	104	
Rich	2.5	.0010	25.0	11.9	17.9	13.6	18.5	.7	4,020	234	655	200			
San Juan	13.0	.0055	20.9	10.9	15.4	14.4	13.9	3.3	28,061	5,581	1,691	4,772	519	3,712	285
Sanpete	17.0	.0071	26.4	12.1	13.0	13.0	25.7	5.1	26,388	8,651	1,405	1,462	1,861	3,485	1,461
Sevier	17.2	.0072	27.9	8.9	14.0	15.1	24.9	5.2	81,820	18,843	4,766	5,115	2,291	15,854	2,047
Summit	13.1	.0055	27.9	10.5	21.4	18.4	16.4	4.4	65,993	21,226	12,908	70	635	5,574	6,164
Tooele	28.6	.0120	26.3	10.3	15.9	18.1	18.1	8.8	88,014	32,103	6,873	1,987	2,928	10,722	2,420
Uintah	27.1	.0114	24.2	11.6	17.3	16.4	15.0	8.0	187,956	42,516	10,077	15,862	7,147	36,557	5,359
Wasatch	9.9	.0042	26.5	9.9	16.9	15.4	20.2	3.1	31,662	8,939	4,311	1,362	131	4,449	992
Washington	33.9	.0142	26.9	11.2	13.2	12.9	26.4	10.0	155,337	35,167	10,326	11,476	7,718	30,061	4,732
Wayne	2.3	.0010	29.9	7.3	14.5	14.0	28.6	.6	2,817	427	498	195	131	172	
TOTAL METRO COUNTIES	**1,288.4**	**.5407**	**25.6**	**14.0**	**18.0**	**15.6**	**17.4**	**403.3**	**5,810,824**	**1,285,576**	**434,647**	**771,305**	**405,026**	**1,112,618**	**163,796**
TOTAL STATE	**1,680.5**	**.7052**	**25.6**	**13.6**	**17.4**	**15.5**	**18.1**	**521.9**	**7,420,731**	**1,697,712**	**555,876**	**895,812**	**470,652**	**1,383,716**	**218,582**

SALT HOT LAKE
HOT

is one HOT market!

Put your brand on the heart of the Intermountain Region. With a population approaching 1 million, the Salt Lake-Ogden Metro is the economic strength of Utah. Nearly 62% of the State's population is within this three-county Metro, as well as 66% of Total Retail Sales.

Salt Lake is served and sold by two daily newspapers: The Salt Lake Tribune (morning and Sunday), and the Deseret News (evening weekdays, morning Saturday and Sunday). Combined daily circulation of 173,634 provides PMA coverage of 54% and coverage within Salt Lake County of 57%; Sunday circulation of 196,147 gives 60% PMA coverage and 65% in Salt Lake County.

Invest in the Salt Lake Market and watch sales sizzle!

Newspaper Agency Corporation
The Salt Lake Tribune NAC DESERET NEWS
143 South Main Street/Salt Lake City, Utah 84111/Phone 237-2800
Mailing Address: P.O. Box 45838, Salt Lake City, Utah 84145

Source: S&MM Survey of Buying Power; ABC for 12 months ending 9/30/84.

UTAH
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
PROVO - OREM	**1,635,218**	**20,633**	**30.1**	**33.6**	**13.5**	**4.6**	**.0725**
Utah	1,635,218	20,633	30.1	33.6	13.5	4.6	.0725
• Orem	403,357	22,139	29.3	37.4	14.5	4.2	.0201
• Provo	464,165	16,631	36.4	25.3	9.9	4.6	.0221
SUBURBAN TOTAL	767,696	22,802	26.1	37.2	15.5	4.9	.0303
SALT LAKE CITY - OGDEN	**9,451,236**	**25,768**	**22.5**	**35.5**	**19.4**	**9.4**	**.3851**
Davis	1,358,129	26,639	22.2	40.9	20.5	7.2	.0553
Salt Lake	6,714,045	26,124	22.0	34.5	19.6	10.4	.2714
• Salt Lake City	1,706,024	19,178	29.6	28.1	12.2	7.6	.0800
Sandy	571,597	33,132	11.3	39.3	31.2	12.9	.0200
Weber	1,379,062	23,492	25.2	35.2	17.4	6.8	.0584
• Ogden	600,199	19,440	30.0	30.5	12.7	5.3	.0315
SUBURBAN TOTAL	7,145,013	28,167	19.6	38.3	22.3	10.3	.2736
OTHER COUNTIES							
Beaver	26,715	15,476	38.9	25.7	7.7	1.1	.0014
Box Elder	338,286	28,935	18.0	34.2	23.3	13.5	.0128
Cache	496,267	21,775	27.7	35.3	12.9	6.7	.0210
Carbon	225,694	25,564	22.0	38.0	18.9	4.0	.0097
Daggett	4,209	20,143	25.5	36.0	13.5	1.0	.0001
Duchesne	123,617	26,323	19.4	38.4	20.3	8.2	.0055
Emery	112,858	28,219	19.1	37.5	24.8	6.6	.0041
Garfield	20,278	14,709	38.6	26.8	4.3	.8	.0010
Grand	75,443	22,759	25.9	35.9	16.7	4.8	.0035
Iron	116,305	16,524	37.6	29.8	6.6	1.7	.0069
Juab	32,644	16,429	38.9	30.9	4.3	2.1	.0017
Kane	30,878	18,420	32.2	33.5	7.5	3.7	.0014
Millard	85,845	19,197	30.5	31.8	11.2	4.6	.0036
Morgan	44,152	28,049	17.5	38.2	23.1	9.6	.0015
Piute	5,888	12,136	40.5	17.8	1.0	2.5	.0003
Rich	17,776	23,278	25.1	34.6	15.3	7.3	.0007
San Juan	53,172	15,058	36.9	26.5	3.4	1.1	.0029
Sanpete	93,195	15,704	32.7	27.5	7.1	2.1	.0038
Sevier	116,652	20,803	28.0	37.8	11.3	3.1	.0056
Summit	128,203	25,172	23.4	36.2	17.9	9.6	.0050
Tooele	266,931	29,059	17.5	37.5	24.1	10.5	.0096
Uintah	251,600	30,562	14.7	31.2	25.4	14.3	.0116
Wasatch	56,793	16,565	36.5	29.9	6.7	1.4	.0026
Washington	209,707	18,354	31.2	31.5	10.2	3.5	.0106
Wayne	13,289	18,471	28.1	31.4	10.8	4.0	.0006
TOTAL METRO COUNTIES	**11,086,454**	**24,857**	**23.8**	**35.2**	**18.4**	**8.5**	**.4576**
TOTAL STATE	**14,032,801**	**24,263**	**24.3**	**34.9**	**17.7**	**8.1**	**.5851**

VERMONT

VT.
S&MM ESTIMATES

POPULATION—12/31/84 | RETAIL SALES BY STORE GROUP 1984

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BURLINGTON	**126.0**	**.0528**	**28.4**	**17.8**	**19.3**	**18.4**	**18.8**	**44.4**	**892,803**	**172,431**	**87,479**	**92,242**	**39,264**	**207,178**	**23,456**
Chittenden	121.0	.0507	28.2	18.2	19.2	18.4	18.6	42.7	882,581	170,245	86,864	91,177	39,117	204,709	23,456
• Burlington	37.2	.0156	26.5	29.1	17.0	12.9	22.6	13.7	282,647	43,004	39,558	44,507	13,502	25,482	7,779
Grand Isle	5.0	.0021	32.1	9.2	18.2	18.4	26.3	1.7	10,222	2,186	615	1,065	147	2,469	
SUBURBAN TOTAL	88.8	.0372	29.0	13.1	20.1	20.7	17.3	30.7	610,156	129,427	47,921	47,735	25,762	181,696	15,677
OTHER COUNTIES															
Addison	31.1	.0131	28.9	15.6	18.2	17.0	21.9	10.4	149,568	39,804	12,222	8,345	2,033	28,757	5,464
Bennington	34.5	.0145	33.1	10.9	16.2	18.0	28.9	13.1	343,088	56,981	23,652	20,795	10,055	45,411	8,039
Caledonia	26.9	.0113	31.6	11.2	17.3	17.0	27.1	9.9	153,634	38,002	9,846	13,350	4,132	32,894	4,105
Essex	6.7	.0029	32.5	9.4	16.0	18.1	27.8	2.3	8,272	1,760	1,953	583	96	475	
Franklin	36.0	.0151	30.6	10.1	17.3	17.5	24.9	12.4	193,887	51,159	9,704	11,731	4,822	50,101	5,800
Lamoille	17.8	.0074	30.0	13.1	19.7	17.7	22.5	6.6	108,326	25,281	12,728	5,523	2,264	10,718	4,049
Orange	24.5	.0103	31.1	10.8	18.0	17.8	25.2	8.7	86,451	22,245	5,973	3,642	776	8,534	2,607
Orleans	24.4	.0103	31.6	9.6	16.8	17.2	27.2	8.7	102,523	29,501	6,973	6,595	2,127	27,607	3,591

VT. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Rutland	[illegible]	.0252	32.5	11.8	17.4	17.5	28.1	22.2	399,537	81,984	37,561	27,878	13,144	95,000	11,276
Washington	53.6	.0225	31.8	12.1	17.8	18.2	26.0	19.9	318,609	70,392	31,291	23,113	16,059	76,465	10,182
Windham	38.6	.0162	32.6	10.0	19.4	17.6	27.8	15.2	269,490	62,356	31,297	10,941	7,548	36,293	8,601
Windsor	53.1	.0223	33.6	9.5	17.7	18.5	29.1	20.6	264,849	55,986	23,933	8,389	3,656	74,383	5,224
TOTAL METRO COUNTIES	**126.0**	**.0528**	**28.4**	**17.8**	**19.3**	**18.4**	**18.8**	**44.4**	**892,803**	**172,431**	**87,479**	**92,242**	**39,364**	**207,178**	**23,456**
TOTAL STATE	**533.4**	**.2239**	**31.0**	**12.8**	**18.1**	**17.9**	**24.8**	**194.4**	**3,291,037**	**707,882**	**294,612**	**233,127**	**105,976**	**693,816**	**92,394**

VT.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BURLINGTON	**1,371,313**	**27,076**	**21.2**	**31.0**	**20.6**	**14.1**	**.0577**
Chittenden	1,330,455	27,358	20.9	31.0	20.8	14.4	.0563
• Burlington	368,526	21,204	26.7	29.1	13.7	10.1	.0168
Grand Isle	40,858	21,596	28.6	34.5	14.2	5.8	.0014
SUBURBAN TOTAL	1,002,787	29,890	18.8	31.9	23.6	15.9	.0409
OTHER COUNTIES							
Addison	268,217	22,460	27.2	35.3	15.1	6.7	.0113
Bennington	343,198	22,465	27.8	35.3	14.4	7.4	.0175
Caledonia	220,523	19,510	31.1	33.7	11.0	3.8	.0102
Essex	51,310	20,164	32.3	36.1	11.1	3.3	.0018
Franklin	301,338	21,332	27.5	33.2	14.1	6.3	.0133
Lamoille	157,733	21,126	27.5	35.1	12.9	5.2	.0071
Orange	208,646	20,855	31.2	34.4	13.6	4.6	.0081
Orleans	184,731	18,293	33.4	31.8	9.2	3.7	.0080
Rutland	533,819	21,418	28.2	35.2	13.5	5.1	.0247
Washington	477,936	20,957	29.3	33.8	13.8	5.1	.0212
Windham	387,394	21,890	28.1	32.5	14.8	7.4	.0169
Windsor	485,040	20,920	29.0	35.3	12.1	5.3	.0201
TOTAL METRO COUNTIES	**1,371,313**	**27,076**	**21.2**	**31.0**	**20.6**	**14.1**	**.0577**
TOTAL STATE	**4,991,198**	**22,235**	**27.2**	**33.6**	**14.9**	**7.5**	**.2179**

VIRGINIA

VA.
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLOTTESVILLE	**120.7**	**.0506**	**29.6**	**19.1**	**19.6**	**17.3**	**22.0**	**42.3**	**779,677**	**165,117**	**59,173**	**106,597**	**42,819**	**134,108**	**23,533**
Albemarle	60.4	.0253	29.1	19.2	20.0	18.5	19.7	22.2	240,907	39,957	19,414	59,614	8,339	25,454	4,471
Charlottesville city	40.5	.0170	29.3	23.3	19.7	14.3	24.5	13.4	499,516	113,461	38,936	45,174	34,181	98,006	17,934
• Charlottesville	40.5	.0170	29.3	23.3	19.7	14.3	24.5	13.4	499,516	113,461	38,936	45,174	34,181	98,006	17,934
Fluvanna	11.0	.0046	32.2	10.3	16.7	18.7	26.6	3.8	21,563	6,751	202		152	4,711	1,016
Greene	8.8	.0037	30.9	9.7	20.6	20.1	21.5	2.9	17,691	4,948	621	1,809	147	5,937	112
SUBURBAN TOTAL	80.2	.0336	29.7	16.9	19.6	18.7	20.8	28.9	280,161	51,656	20,237	61,423	8,638	36,102	5,599
DANVILLE	**112.5**	**.0472**	**33.6**	**11.0**	**16.1**	**18.3**	**29.4**	**40.0**	**447,367**	**112,559**	**37,721**	**39,920**	**17,120**	**106,610**	**20,259**
Danville city	44.5	.0187	36.0	11.1	15.4	17.0	34.1	17.1	338,366	81,499	27,916	34,731	14,359	86,241	15,794
• Danville	44.5	.0187	36.0	11.1	15.4	17.0	34.1	17.1	338,366	81,499	27,916	34,731	14,359	86,241	15,794

THE NEW STAR IN THE EAST IS THE MOST POWERFUL MARKET BETWEEN WASHINGTON AND ATLANTA.

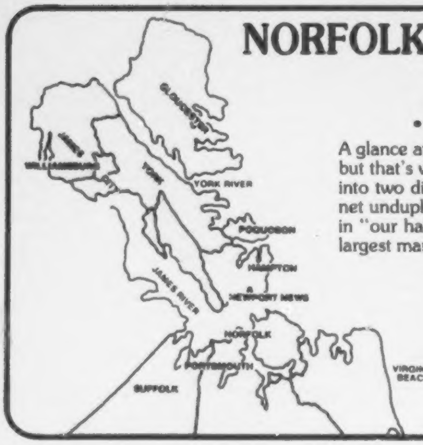
Reach for Norfolk/Virginia Beach/Newport News, Virginia. A bright new star that's now the 30th largest Metropolitan Statistical Area. This star is really a constellation of 11 cities and counties known as Hampton Roads and situated at the mouth of the Chesapeake Bay.

Hampton Roads boasts a population of over 1.1 million people and Virginia's two largest cities—Virginia Beach and Norfolk.

And its strong, diversified economy really performs. With tourism, the military, new high tech business, and great air, sea and road connections all playing vital roles.

Put a star in your future. Call or write Dale Bowen, General Advertising Manager, (804) 446-2092, 150 West Brambleton Avenue, Norfolk, VA 23510.

The Virginian-Pilot
The Ledger-Star



NORFOLK/VIRGINIA BEACH/NEWPORT NEWS MSA
(WE CALL IT HAMPTON ROADS)
...where No. 2 becomes No. 1!

A glance at the market shows the Daily Press/The Times-Herald with about 23% coverage of the MSA ... but that's woefully misleading. The very waterways that contribute to our desirable lifestyle also divide us into two distinct geographic areas: Upper & Lower Hampton Roads. We're the Upper half, with 75.1% net unduplicated coverage of all adults daily and 78.4% Sunday. Norfolk newspapers reach less than 1% in "our half" of the MSA. That's why it takes both sets of newspapers to reach all of the nation's 30th largest market: Norfolk/Virginia Beach/Newport News!

National Reps:
SAWYER-FERGUSON-
WALKER CO.
(212) 661-6262 in N.Y.
Gen. Adv. Mgr.
JERRY MARPLE
(804) 247-4668

Daily Press
The Times-Herald
Hampton Roads' Morning & Evening Newspapers
7505 Warwick Blvd., Newport News, Va. 23607

VA. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Pittsylvania	68.0	.0285	32.3	11.0	16.5	19.1	26.4	22.9	109,001	31,060	9,805	5,189	2,761	20,369	4,565
SUBURBAN TOTAL	68.0	.0285	32.3	11.0	16.5	19.1	26.4	22.9	109,001	31,060	9,805	5,189	2,761	20,369	4,565
LYNCHBURG	**145.0**	**.0609**	**32.1**	**13.1**	**16.6**	**19.1**	**26.1**	**49.2**	**772,208**	**168,196**	**61,428**	**129,280**	**33,099**	**148,403**	**27,248**
Amherst	30.3	.0127	32.0	12.3	17.6	20.2	24.5	9.5	107,227	35,438	7,761	8,502	1,575	23,665	4,518
Campbell	48.1	.0202	31.5	10.6	17.2	21.8	22.2	15.3	112,652	37,403	7,574	5,140	4,636	26,183	7,228
Lynchburg city	66.6	.0280	32.6	15.3	15.9	16.6	29.6	24.4	552,329	95,355	46,093	115,638	26,888	98,555	15,502
• Lynchburg	66.6	.0280	32.6	15.3	15.9	16.6	29.6	24.4	552,329	95,355	46,093	115,638	26,888	98,555	15,502
SUBURBAN TOTAL	78.4	.0329	31.7	11.3	17.4	21.2	23.1	24.8	219,879	72,841	15,335	13,642	6,211	49,848	11,746
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**1,260.9**	**.5294**	**28.7**	**16.8**	**18.4**	**18.2**	**20.2**	**420.8**	**6,475,831**	**1,203,317**	**604,894**	**788,241**	**397,645**	**1,496,351**	**165,594**
Chesapeake city	128.0	.0537	29.9	11.5	17.8	20.6	20.3	41.4	507,456	107,909	32,161	65,585	13,821	131,278	12,500
Chesapeake	128.0	.0537	29.9	11.5	17.8	20.6	20.3	41.4	507,456	107,909	32,161	65,585	13,821	131,278	12,500
Gloucester	24.7	.0104	33.9	9.8	16.3	20.7	27.5	8.7	96,511	35,944	4,954	8,957	2,694	19,449	4,075
Hampton city	125.8	.0528	29.5	15.2	17.3	20.0	20.4	43.3	899,515	147,797	63,941	135,105	42,836	171,987	15,494
• Hampton	125.8	.0528	29.5	15.2	17.3	20.0	20.4	43.3	899,515	147,797	63,941	135,105	42,836	171,987	15,494
James City	24.7	.0104	32.1	11.3	17.5	20.6	24.4	8.5	103,989	11,635	7,516		66,727	2,324	424
Newport News city	150.8	.0633	29.4	15.0	19.3	17.9	21.3	53.5	784,463	136,837	60,703	102,097	21,567	235,142	16,433
• Newport News	150.8	.0633	29.4	15.0	19.3	17.9	21.3	53.5	784,463	136,837	60,703	102,097	21,567	235,142	16,433
Norfolk city	279.0	.1171	25.7	27.1	18.1	12.8	20.5	91.5	1,488,920	233,641	164,141	197,064	96,677	361,006	37,338
• Norfolk	279.0	.1171	25.7	27.1	18.1	12.8	20.5	91.5	1,488,920	233,641	164,141	197,064	96,677	361,006	37,338

People Sale

We've got them. Over 1.5 million Washington Post readers daily. Close to 1.8 million on Sunday.

It's the biggest, richest audience in Metro Washington.

For more information, please call Nick Cannistraro, Vice President, Marketing and Advertising, 202/334-7700.

We deliver

The best-selling newspaper in Virginia, Maryland and the District of Columbia

The Washington Metro Area (MSA) is more than the District of Columbia. It is 22% of Virginia's total population, 29% of total retail sales in the state, and 33% of its buying income. Source: S&MM "Survey of Buying Power" July 1985

The Washington Post

VA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP
1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Poquoson city	10.2	.0043	32.2	8.7	15.7	27.2	18.4	3.2	24,647	15,679	1,303	143	1,386	1,279	595
Poquoson	10.2	.0043	32.2	8.7	15.7	27.2	18.4	3.2	24,647	15,679	1,303	143	1,386	1,279	595
Portsmouth city	103.1	.0433	31.1	12.5	17.0	15.8	27.6	36.2	480,553	103,099	34,609	56,087	18,570	129,916	16,888
● Portsmouth	103.1	.0433	31.1	12.5	17.0	15.8	27.6	36.2	480,553	103,099	34,609	56,087	18,570	129,916	16,888
Suffolk city	48.6	.0204	32.9	10.5	15.2	18.7	28.0	16.0	284,171	66,339	12,357	8,785	10,330	50,667	9,655
● Suffolk	48.6	.0204	32.9	10.5	15.2	18.7	28.0	16.0	284,171	66,339	12,357	8,785	10,330	50,667	9,655
Virginia Beach city	315.6	.1325	28.3	14.7	21.0	21.0	14.9	103.4	1,456,513	260,430	157,679	191,983	102,609	340,787	39,594
● Virginia Beach	315.6	.1325	28.3	14.7	21.0	21.0	14.9	103.4	1,456,513	260,430	157,679	191,983	102,609	340,787	39,594
Williamsburg city	10.6	.0045	24.0	48.0	13.1	9.2	21.2	3.1	247,104	63,869	45,754	16,664	14,838	42,867	7,297
Williamsburg	10.6	.0045	24.0	48.0	13.1	9.2	21.2	3.1	247,104	63,869	45,754	16,664	14,838	42,867	7,297
York	39.8	.0167	30.1	11.3	17.2	24.6	17.0	12.0	101,989	20,138	19,776	5,771	5,590	9,649	5,301
SUBURBAN TOTAL	238.0	.1000	30.3	12.8	17.3	21.0	20.9	76.9	1,081,696	255,174	111,464	97,120	105,056	206,846	30,192
RICHMOND - PETERSBURG	**799.9**	**.3360**	**21.5**	**12.2**	**19.3**	**19.3**	**24.1**	**283.6**	**4,591,647**	**956,852**	**365,303**	**614,853**	**196,146**	**1,017,086**	**169,950**
Charles City	6.9	.0029	29.7	12.5	17.5	19.2	21.5	2.0	1,845	504	105			89	
Chesterfield	166.9	.0701	29.6	10.5	21.0	23.2	15.5	53.9	813,602	191,908	47,310	153,061	34,665	129,859	34,600
Colonial Heights city	17.1	.0072	34.8	10.3	15.3	22.2	27.4	5.9	83,228	13,483	8,181	12,311	1,434	18,665	3,742
Colonial Heights	17.1	.0072	34.8	10.3	15.3	22.2	27.4	5.9	83,228	13,483	8,181	12,311	1,434	18,665	3,742
Dinwiddie	22.4	.0094	32.5	11.5	15.8	20.5	25.6	6.0	28,183	13,237	2,640		171	348	224
Goochland	12.6	.0053	33.2	10.6	17.8	21.5	25.2	4.0	27,432	5,714	670	1,213	1,865	6,419	130
Hanover	55.4	.0233	32.8	10.5	16.4	22.6	23.8	17.8	262,608	62,088	19,878	7,219	5,398	30,577	9,879
Henrico	192.3	.0807	32.5	11.2	19.6	19.5	25.7	72.2	1,289,819	246,647	104,077	237,306	61,990	308,491	50,899
Hopewell city	23.4	.0098	31.6	12.0	16.6	18.4	26.0	8.6	112,763	28,031	9,533	15,994	5,534	12,698	7,877
Hopewell	23.4	.0098	31.6	12.0	16.6	18.4	26.0	8.6	112,763	28,031	9,533	15,994	5,534	12,698	7,877
New Kent	10.4	.0044	31.3	9.8	19.7	19.9	22.8	3.6	18,282	5,564	1,323	474	70	3,987	652
Petersburg city	40.7	.0171	32.1	12.3	16.3	16.8	28.5	15.1	287,357	34,954	18,513	62,507	14,244	79,101	11,220
● Petersburg	40.7	.0171	32.1	12.3	16.3	16.8	28.5	15.1	287,357	34,954	18,513	62,507	14,244	79,101	11,220
Powhatan	14.9	.0063	30.6	10.1	21.9	21.8	18.6	4.1	22,534	6,297	207	753	285	10,847	525
Prince George	26.6	.0112	26.2	18.8	21.2	19.4	11.9	6.3	68,556	14,110	7,042	1,676	1,458	28,699	
Richmond city	210.3	.0883	32.4	14.7	19.6	15.1	29.8	84.1	1,575,438	334,315	145,824	122,339	69,032	387,306	50,202
● Richmond	210.3	.0883	32.4	14.7	19.6	15.1	29.8	84.1	1,575,438	334,315	145,824	122,339	69,032	387,306	50,202
SUBURBAN TOTAL	548.9	.2306	31.2	11.2	19.4	21.1	21.5	184.4	2,728,852	587,583	200,966	430,007	112,870	550,679	108,528
ROANOKE	**224.3**	**.0942**	**33.9**	**10.6**	**17.6**	**19.2**	**28.9**	**83.3**	**1,250,309**	**276,514**	**111,853**	**186,043**	**68,681**	**227,325**	**47,188**
Botetourt	24.9	.0105	33.7	9.0	17.1	21.7	26.1	8.5	53,875	7,672	2,943	732	1,216	5,307	842
Roanoke	77.6	.0326	33.4	9.8	17.8	22.8	24.4	25.5	274,549	80,056	22,528	47,526	21,059	14,981	10,564
Roanoke city	97.5	.0409	34.2	11.0	17.7	15.7	32.9	40.7	744,777	145,081	75,595	123,773	39,890	153,628	26,913
● Roanoke	97.5	.0409	34.2	11.0	17.7	15.7	32.9	40.7	744,777	145,081	75,595	123,773	39,890	153,628	26,913
Salem city	24.3	.0102	34.5	13.2	16.5	19.1	30.0	8.6	177,108	43,705	10,787	14,012	6,516	53,409	8,869
Salem	24.3	.0102	34.5	13.2	16.5	19.1	30.0	8.6	177,108	43,705	10,787	14,012	6,516	53,409	8,869
SUBURBAN TOTAL	126.8	.0533	33.7	10.3	17.3	21.9	25.9	42.6	505,532	131,433	36,258	62,270	28,791	73,697	20,275
OTHER COUNTIES															
Accomack	31.8	.0134	36.6	9.5	13.8	17.1	34.7	11.5	121,663	39,684	11,245	9,599	4,283	15,150	4,435
☐ Alexandria city	107.0	.0449	32.4	12.2	28.1	19.4	23.4	52.2	968,529	124,627	102,733	157,317	51,740	329,012	26,702
Alexandria	107.0	.0449	32.4	12.2	28.1	19.4	23.4	52.2	968,529	124,627	102,733	157,317	51,740	329,012	26,702
Alleghany	14.1	.0059	32.8	9.4	16.2	20.9	25.6	4.5	786	546	104	101			
Amelia	8.6	.0036	33.0	10.4	15.2	19.7	27.4	2.7	17,510	4,049	415	679	311	4,343	901
Appomattox	12.7	.0054	33.5	10.0	14.7	20.5	27.3	4.3	39,465	9,225	2,535	629	399	13,236	2,454
☐ Arlington	152.2	.0638	33.3	13.7	25.9	19.0	26.6	71.7	1,052,830	183,001	136,353	80,287	59,533	362,116	53,411
● Arlington	152.2	.0638	33.3	13.7	25.9	19.0	26.6	71.7	1,052,830	183,001	136,353	80,287	59,533	362,116	53,411
Augusta	56.7	.0238	33.1	10.4	17.2	20.9	25.7	18.8	199,043	33,441	10,671	4,982	1,707	81,560	1,692
Bath	5.9	.0025	34.8	10.3	16.2	21.3	28.4	2.0	9,354	2,953	288	518	912	325	332

Next to Atlanta, Richmond has more Fortune 500 Companies than any other city in the Southeast.*

Richmond Times-Dispatch
THE RICHMOND NEWS LEADER
Baker, Regan to trade staff, treasury duties

*Fortune magazine's Industrial 500 and Service 500 lists 14 headquarters in Richmond and 15 in Atlanta.

Nothing Delivers Advertising Like The Richmond Newspapers.

Richmond, Virginia 23293 An affiliate of Media General Represented nationally by Sawyer-Ferguson-Walker Company

VA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Bedford	38.7	.0163	33.1	9.3	17.6	20.6	26.0	12.2	18,938	6,089	1,344	57	1,133	1,887	939
Bedford city	6.0	.0025	41.0	9.4	13.8	16.1	40.6	2.2	77,301	26,869	4,061	10,234	1,792	14,388	2,366
Bedford	6.0	.0025	41.0	9.4	13.8	16.1	40.6	2.2	77,301	26,869	4,061	10,234	1,792	14,388	2,366
Bland	6.6	.0027	32.7	10.6	19.8	18.4	27.0	2.2	6,722	1,659	258		88	2,936	154
☐ Bristol city	18.3	.0077	35.6	11.7	14.7	17.9	32.8	7.2	195,452	30,195	13,606	39,266	8,307	48,394	3,861
• Bristol	18.3	.0077	35.6	11.7	14.7	17.9	32.8	7.2	195,452	30,195	13,606	39,266	8,307	48,394	3,861
Brunswick	15.8	.0066	32.2	12.5	14.3	16.4	29.6	4.9	30,627	11,351	917	1,331	416	8,601	1,251
Buchanan	38.9	.0163	27.8	12.3	17.8	19.4	17.9	12.2	109,573	16,597	6,814	13,491	8,167	20,615	6,107
Buckingham	12.3	.0052	32.2	10.0	15.0	17.5	28.3	3.9	19,219	6,103	1,039	2,060	163	3,716	305
Buena Vista city	6.5	.0027	32.6	11.4	16.0	19.7	26.5	2.2	25,300	8,205	2,388	1,522	782	1,525	1,778
Buena Vista	6.5	.0027	32.6	11.4	16.0	19.7	26.5	2.2	25,300	8,205	2,388	1,522	782	1,525	1,778
Caroline	19.6	.0082	30.8	11.5	16.3	18.6	24.5	6.2	39,361	11,283	3,643	459	777	9,408	1,066
Carroll	28.3	.0119	34.8	9.2	15.8	19.8	29.9	9.6	55,146	14,047	3,757	6,072	1,962	8,644	3,058
Charlotte	12.0	.0050	34.3	9.9	13.4	18.0	31.0	4.0	17,026	6,623	847	978	495	2,927	808
Clarke	10.6	.0044	34.8	8.2	17.1	19.8	29.9	3.7	26,800	7,323	2,846	550	833	4,221	294
Clifton Forge city	4.7	.0020	40.2	9.1	12.6	15.8	40.2	1.8	22,641	8,630	876	1,920	413	3,554	2,060
Clifton Forge	4.7	.0020	40.2	9.1	12.6	15.8	40.2	1.8	22,641	8,630	876	1,920	413	3,554	2,060
Covington city	8.0	.0033	37.0	10.3	14.7	16.5	35.8	3.0	95,977	20,551	6,589	9,596	3,713	24,894	3,431
Covington	8.0	.0033	37.0	10.3	14.7	16.5	35.8	3.0	95,977	20,551	6,589	9,596	3,713	24,894	3,431
Craig	4.2	.0018	34.5	9.6	16.8	19.8	29.4	1.5	4,508	2,032	457		77	154	49
Culpeper	24.4	.0102	32.8	9.8	16.4	19.2	27.2	8.1	87,106	25,437	5,089	12,924	5,050	14,615	4,345
Cumberland	8.6	.0036	32.8	9.0	14.0	18.5	28.5	2.8	16,893	6,766	351	971	1,381	367	136
Dickenson	20.9	.0088	29.8	11.1	16.6	18.6	22.8	6.9	58,684	17,867	2,825	3,212	1,747	16,891	1,679
Emporia city	4.6	.0019	38.4	9.3	13.0	15.9	37.9	1.8	76,381	18,264	6,465	3,797	4,497	13,696	2,453
Emporia	4.6	.0019	38.4	9.3	13.0	15.9	37.9	1.8	76,381	18,264	6,465	3,797	4,497	13,696	2,453
Essex	9.3	.0039	34.3	9.3	15.8	17.7	31.2	3.1	62,245	16,618	6,598	5,946	3,073	9,411	3,611
☐ Fairfax	668.4	.2805	31.5	10.0	19.8	25.5	17.6	236.6	4,384,937	828,257	365,598	615,163	306,718	1,009,009	146,738
☐ Fairfax city	19.7	.0083	31.2	13.9	19.8	21.8	20.7	7.1	635,803	72,260	48,574	124,461	47,204	201,220	21,741
Fairfax	19.7	.0083	31.2	13.9	19.8	21.8	20.7	7.1	635,803	72,260	48,574	124,461	47,204	201,220	21,741
☐ Falls Church city	9.1	.0038	36.6	9.1	20.9	20.8	31.8	4.2	247,418	24,865	14,763	51,792	10,151	97,333	6,994
Falls Church	9.1	.0038	36.6	9.1	20.9	20.8	31.8	4.2	247,418	24,865	14,763	51,792	10,151	97,333	6,994
Fauquier	40.8	.0171	32.0	10.5	16.7	22.1	23.0	13.3	142,936	42,471	14,554	1,791	2,347	23,739	6,698
Floyd	12.2	.0052	35.6	9.6	15.4	19.1	31.8	4.3	24,860	5,818	650	937	2,334	10,335	178
Franklin	37.9	.0159	32.1	12.6	16.6	19.9	25.4	12.5	76,544	25,871	5,435	2,825	3,114	13,748	4,568
Franklin city	7.5	.0032	32.5	11.2	15.5	16.3	29.9	2.6	52,629	10,885	4,126	7,169	3,822	7,258	4,957
Franklin	7.5	.0032	32.5	11.2	15.5	16.3	29.9	2.6	52,629	10,885	4,126	7,169	3,822	7,258	4,957
Frederick	37.2	.0156	31.3	9.9	17.8	21.8	21.6	11.8	114,017	27,671	4,565	5,285	3,865	36,170	1,226
Fredericksburg city	16.2	.0068	32.0	20.2	15.8	15.1	30.1	6.3	293,870	45,083	30,614	30,446	19,382	53,631	14,674
Fredericksburg	16.2	.0068	32.0	20.2	15.8	15.1	30.1	6.3	293,870	45,083	30,614	30,446	19,382	53,631	14,674
Galax city	6.6	.0027	38.4	9.7	14.7	18.4	35.9	2.8	78,610	20,453	6,977	9,721	5,050	14,532	2,729
Galax	6.6	.0027	38.4	9.7	14.7	18.4	35.9	2.8	78,610	20,453	6,977	9,721	5,050	14,532	2,729
Giles	17.9	.0075	34.2	9.3	15.8	18.9	29.8	6.1	76,694	28,260	1,951	5,434	3,051	21,519	3,174
Grayson	16.7	.0070	35.5	9.5	15.2	19.4	31.2	6.1	27,732	9,581	1,413	3,112	2,169	6,669	1,017
Greensville	10.5	.0044	30.4	10.4	15.4	17.3	25.6	3.1	1,998	1,669					118
Halifax	30.1	.0126	33.4	10.2	15.4	18.4	29.1	9.5	22,039	6,192	1,128	1,159	521	2,636	799
Harrisonburg city	26.6	.0112	26.0	32.4	14.5	13.6	23.4	8.6	296,064	64,081	27,916	61,646	19,814	50,202	10,277
Harrisonburg	26.6	.0112	26.0	32.4	14.5	13.6	23.4	8.6	296,064	64,081	27,916	61,646	19,814	50,202	10,277
Henry	59.0	.0247	32.1	10.9	16.4	22.1	23.2	20.1	167,349	51,959	11,876	4,588	4,802	32,121	7,824
Highland	3.2	.0014	36.0	11.0	16.3	18.0	33.4	1.1	5,221	459	492	171	432	515	
Isle of Wight	23.4	.0098	31.9	10.8	16.7	19.8	25.0	7.6	56,613	22,430	4,448	2,837	779	11,708	2,836
King and Queen	6.0	.0025	34.2	10.0	15.7	17.4	31.3	2.1	5,677	2,234	263	277	130	1,571	
King George	11.6	.0048	31.0	9.2	17.3	21.1	21.9	3.7	15,872	3,815	1,208	586	331	4,700	704
King William	9.8	.0042	32.5	9.2	17.2	19.6	26.1	3.4	40,507	11,434	717	721	2,190	13,046	1,431
Lancaster	10.5	.0044	42.5	8.4	12.2	16.5	42.0	4.0	52,584	16,334	1,813	2,283	2,949	14,941	1,519
Lee	27.6	.0115	32.8	9.8	15.4	17.4	29.1	9.3	46,495	17,107	2,466	4,288	1,174	7,932	1,974
Lexington city	6.9	.0029	24.8	36.7	10.9	12.7	25.3	2.1	63,388	17,709	8,727	5,089	2,863	10,090	2,679
Lexington	6.9	.0029	24.8	36.7	10.9	12.7	25.3	2.1	63,388	17,709	8,727	5,089	2,863	10,090	2,679
☐ Loudoun	66.4	.0279	30.6	8.7	19.9	24.1	17.1	21.8	315,584	108,503	18,728	14,002	15,581	55,785	16,073
Louisa	19.4	.0082	33.2	10.2	15.2	19.1	28.1	6.5	39,987	16,819	1,740	2,260	969	5,144	1,521
Lunenburg	12.2	.0051	34.7	9.5	14.4	17.6	31.9	4.1	29,363	10,321	781	2,324	876	4,223	1,257
Madison	10.9	.0045	33.8	9.7	16.0	18.3	29.7	3.7	33,233	12,860	1,100	1,290	80	4,302	1,019
☐ Manassas city	17.1	.0072	28.4	11.3	23.7	19.5	14.8	5.7	240,465	47,127	14,944	14,068	6,354	102,676	4,290
Manassas	17.1	.0072	28.4	11.3	23.7	19.5	14.8	5.7	240,465	47,127	14,944	14,068	6,354	102,676	4,290
☐ Manassas Park city	6.7	.0028	25.3	13.3	21.1	18.7	10.8	2.0	14,117	7,126	1,051		644	2,479	1,117
Manassas Park	6.7	.0028	25.3	13.3	21.1	18.7	10.8	2.0	14,117	7,126	1,051		644	2,479	1,117
Martinsville city	17.9	.0075	36.7	9.7	14.8	17.7	34.3	6.7	157,557	33,954	10,724	28,101	8,547	29,953	6,513
Martinsville	17.9	.0075	36.7	9.7	14.8	17.7	34.3	6.7	157,557	33,954	10,724	28,101	8,547	29,953	6,513
Mathews	8.5	.0036	42.0	8.2	12.2	17.6	41.2	3.4	19,750	8,461	702	219	756	2,619	1,124
Mecklenburg	29.5	.0124	34.5	9.9	14.9	17.6	31.7	10.2	124,143	33,549	6,746	8,186	4,643	27,084	5,350
Middlesex	8.2	.0034	41.3	8.1	12.9	17.1	40.1	3.1	23,133	8,516	1,500	814	1,220	2,066	789
Montgomery	66.5	.0279	24.7	32.1	16.9	15.2	16.5	21.9	307,837	64,331	28,524	39,861	11,067	75,714	8,240
Nelson	12.3	.0052	35.2	9.5	15.1	18.7	31.7	4.2	37,802	5,237	1,442	454	471	16,873	641
Northampton	14.6	.0061	35.7	10.8	13.1	16.1	34.7	5.4	47,030	17,659	3,098	3,395	1,004	3,820	3,200
Northumberland	10.0	.0042	42.8	8.8	12.1	16.1	42.3	3.9	34,248	12,716	1,187	1,698	102	2,870	5,172
Norton city	4.7	.0019	32.5	11.0	15.8	17.1	29.0	1.7	95,288	15,642	4,816	12,445	2,120	30,394	4,686
Norton	4.7	.0019	32.5	11.0	15.8	17.1	29.0	1.7	95,288	15,642	4,816	12,445	2,120	30,394	4,686
Nottoway	14.4	.0060	37.0	9.5	13.1	17.6	34.9	5.0	51,374	13,022	3,438	1,961	4,236	12,133	2,863
Orange	19.9	.0084	34.2	9.6	15.5	19.1	29.6	6.9	65,295	14,658	3,193	3,958	1,738	19,126	4,042
Page	20.3	.0085	34.3	9.6	15.8	19.5	29.4	7.3	70,944	20,580	11,370	4,808	2,367	11,228	4,224
Patrick	18.3	.0077	34.9	9.1	15.3	21.0	28.9	6.3	31,450	9,926	1,339	5,831	950	4,395	1,619
Prince Edward	17.0	.0071	28.5	22.8	12.6	14.9	26.8	4.9	89,019	20,408	8,242	11,784	6,119	19,257	4,585
☐ Prince William	170.9	.0717	27.4	11.3	21.9	24.0	9.3	49.8	830,502	163,473	69,190	74,553	44,246	212,494	26,018

VA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Pulaski	36.4	.0153	32.6	9.9	17.5	19.2	26.6	12.7	113,813	34,511	5,974	10,558	3,060	22,604	5,199
Radford city	14.0	.0058	24.6	35.3	12.6	13.6	21.6	3.9	70,589	14,437	4,131	5,811	4,291	21,383	3,530
Radford	14.0	.0058	24.6	35.3	12.6	13.6	21.6	3.9	70,589	14,437	4,131	5,811	4,291	21,383	3,530
Rappahannock	6.7	.0028	34.9	9.0	16.8	20.2	29.6	2.4	6,384	1,637	775	201	919	125	
Richmond	7.0	.0029	36.0	9.9	14.3	18.9	32.5	2.5	27,560	12,253	1,984	1,642	2,048	4,072	1,145
Rockbridge	18.3	.0077	34.1	10.2	15.9	20.3	28.2	6.3	95,135	13,976	5,492	448	3,166	16,846	1,168
Rockingham	53.9	.0226	31.3	14.0	17.3	18.9	24.6	18.0	106,822	26,089	8,023	5,921	3,205	22,497	2,540
Russell	34.3	.0144	31.0	11.2	17.8	18.9	24.0	11.6	67,723	22,944	4,363	3,971	4,790	13,985	2,683
☐ Scott	24.9	.0104	34.9	9.7	15.[illegible]	20.0	29.8	8.5	95,153	27,068	3,092	1,379	2,858	32,528	2,371
Shenandoah	29.4	.0124	35.5	9.5	15.7	19.2	31.4	10.8	108,186	32,068	7,723	2,059	2,794	17,923	2,666
Smyth	33.7	.0141	34.5	10.1	15.2	20.1	29.2	11.6	117,196	26,332	7,811	9,708	3,706	23,202	4,975
Southampton	18.0	.0076	32.3	12.9	15.2	18.4	27.6	5.2	41,015	9,126	2,180	1,012	1,546	14,459	506
South Boston city	7.2	.0030	35.8	8.5	15.4	17.2	33.8	2.5	98,136	24,577	6,254	16,649	6,461	15,639	4,497
South Boston	7.2	.0030	35.8	8.5	15.4	17.2	33.8	2.5	98,136	24,577	6,254	16,649	6,461	15,639	4,497
Spotsylvania	41.1	.0172	29.0	9.2	20.3	20.2	17.7	12.8	191,650	35,808	11,997	54,704	4,609	49,009	2,261
☐ Stafford	49.0	.0206	29.3	11.0	19.0	22.7	16.4	14.6	155,931	53,594	15,754	10,357	992	24,514	911
Staunton city	21.7	.0091	36.1	12.2	15.7	18.9	32.5	7.8	141,590	38,638	10,867	26,811	7,814	17,817	7,316
Staunton	21.7	.0091	36.1	12.2	15.7	18.9	32.5	7.8	141,590	38,638	10,867	26,811	7,814	17,817	7,316
Surry	6.2	.0026	32.4	11.0	15.0	17.0	29.1	2.0	9,557	4,799	695	556	116	1,847	66
Sussex	10.4	.0044	32.5	10.5	15.4	17.6	28.5	3.4	50,319	16,754	4,975	1,562	1,584	8,732	1,791
Tazewell	52.9	.0222	31.2	10.9	17.5	18.6	24.7	17.7	264,642	79,162	11,939	25,531	9,652	71,176	11,380
Warren	23.4	.0098	34.1	9.7	16.2	17.7	28.7	8.6	91,087	31,565	6,995	6,680	3,020	14,316	2,834
☐ Washington	49.2	.0206	32.9	10.9	16.3	20.2	26.4	16.3	118,944	37,649	11,204	9,125	8,058	18,697	2,631
Waynesboro city	14.9	.0062	35.0	10.5	15.4	19.4	30.5	5.7	133,863	30,197	10,700	15,569	7,351	31,381	5,761
Waynesboro	14.9	.0062	35.0	10.5	15.4	19.4	30.5	5.7	133,863	30,197	10,700	15,569	7,351	31,381	5,761
Westmoreland	14.8	.0062	36.9	9.2	13.2	17.2	35.2	5.5	36,918	13,580	3,328	1,731	441	10,715	1,306
Winchester city	20.3	.0085	34.7	13.1	15.9	17.0	32.6	8.1	224,079	46,807	21,096	33,584	12,753	50,918	14,060
Winchester	20.3	.0085	34.7	13.1	15.9	17.0	32.6	8.1	224,079	46,807	21,096	33,584	12,753	50,918	14,060
Wise	46.8	.0197	30.4	11.9	17.3	17.3	24.7	15.2	178,247	66,356	9,324	13,205	3,614	31,844	5,959
Wythe	26.2	.0110	33.7	9.8	16.0	19.4	28.6	9.3	141,019	28,287	10,529	9,218	3,724	27,997	5,366
TOTAL METRO COUNTIES	**4,022.2**	**1.6885**	**30.7**	**13.3**	**19.4**	**20.2**	**21.5**	**1,416.9**	**23,572,704**	**4,590,300**	**2,055,962**	**3,056,904**	**1,317,896**	**5,626,140**	**766,730**
TOTAL STATE	**5,692.4**	**2.3890**	**31.2**	**13.0**	**18.3**	**19.8**	**23.2**	**1,982.2**	**30,045,655**	**6,272,590**	**2,516,820**	**3,675,387**	**1,581,115**	**7,000,155**	**1,025,670**

VA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CHARLOTTESVILLE	**1,280,932**	**25,260**	**22.6**	**30.4**	**18.1**	**13.0**	**.0530**
Albemarle	767,135	28,732	19.7	30.6	19.9	17.8	.0255
Charlottesville city	337,885	20,771	27.0	29.0	15.3	7.5	.0216
● Charlottesville	337,885	20,771	27.0	29.0	15.3	7.5	.0216
Fluvanna	96,449	21,565	26.9	29.9	16.6	8.1	.0033
Greene	79,463	26,257	18.4	36.3	20.0	8.0	.0026
SUBURBAN TOTAL	943,047	27,453	20.5	31.2	19.4	15.5	.0314
DANVILLE	**1,009,816**	**22,056**	**24.9**	**31.9**	**16.5**	**6.7**	**.0393**
Danville city	422,318	20,874	25.7	29.4	15.6	7.2	.0197
● Danville	422,318	20,874	25.7	29.4	15.6	7.2	.0197
Pittsylvania	587,498	22,877	24.5	33.5	17.2	6.4	.0196
SUBURBAN TOTAL	587,498	22,877	24.5	33.5	17.2	6.4	.0196
LYNCHBURG	**1,406,314**	**25,081**	**22.6**	**32.7**	**18.8**	**10.5**	**.0573**
Amherst	260,791	25,385	22.7	36.1	20.8	6.4	.0100
Campbell	445,828	26,682	20.5	33.6	21.7	10.7	.0153
Lynchburg city	699,695	23,897	23.9	30.6	16.3	12.0	.0320
● Lynchburg	699,695	23,897	23.9	30.6	16.3	12.0	.0320
SUBURBAN TOTAL	706,619	26,168	21.4	34.4	21.4	9.1	.0253
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**12,622,003**	**25,496**	**22.2**	**31.2**	**19.6**	**11.6**	**.5006**
Chesapeake city	1,235,623	28,022	18.8	33.8	23.3	11.0	.0464
Chesapeake	1,235,623	28,022	18.8	33.8	23.3	11.0	.0464
Gloucester	219,274	23,210	24.2	34.1	16.3	7.2	.0085
Hampton city	1,316,689	26,874	21.5	31.6	20.8	12.9	.0569
● Hampton	1,316,689	26,874	21.5	31.6	20.8	12.9	.0569
James City	271,545	28,456	20.2	29.7	21.4	16.2	.0098
Newport News city	1,399,248	22,680	25.4	32.6	17.0	7.1	.0580
● Newport News	1,399,248	22,680	25.4	32.6	17.0	7.1	.0580
Norfolk city	2,504,277	19,647	28.6	28.9	12.9	7.3	.1065
● Norfolk	2,504,277	19,647	28.6	28.9	12.9	7.3	.1065
Poquoson city	106,674	33,056	15.0	29.9	30.1	15.3	.0035
Poquoson	106,674	33,056	15.0	29.9	30.1	15.3	.0035
Portsmouth city	965,824	23,057	23.6	30.1	17.6	9.5	.0385
● Portsmouth	965,824	23,057	23.6	30.1	17.6	9.5	.0385
Suffolk city	445,110	24,536	21.6	30.0	19.7	10.4	.0193
● Suffolk	445,110	24,536	21.6	30.0	19.7	10.4	.0193
Virginia Beach city	3,612,108	31,268	16.8	32.0	24.8	17.2	.1303
● Virginia Beach	3,612,108	31,268	16.8	32.0	24.8	17.2	.1303

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Williamsburg city	103,742	23,092	27.0	28.4	13.8	14.9	.0086
Williamsburg	103,742	23,092	27.0	28.4	13.8	14.9	.0086
York	441,889	33,719	15.3	30.2	26.7	21.0	.0143
SUBURBAN TOTAL	2,378,747	28,284	19.2	32.5	22.7	13.0	.0911
RICHMOND - PETERSBURG	**8,785,256**	**27,808**	**19.8**	**30.5**	**21.7**	**13.9**	**.3440**
Charles City	53,047	24,385	22.5	36.4	15.7	9.0	.0016
Chesterfield	2,013,601	35,951	12.1	29.4	30.9	21.4	.0718
Colonial Heights city	168,170	27,711	20.1	35.9	24.0	8.0	.0065
Colonial Heights	168,170	27,711	20.1	35.9	24.0	8.0	.0065
Dinwiddie	174,032	26,269	21.0	31.6	20.9	10.2	.0060
Goochland	140,366	29,855	16.9	28.2	19.8	19.5	.0045
Hanover	630,286	33,851	15.3	26.5	27.4	20.2	.0230
Henrico	2,415,312	30,612	17.5	33.0	24.6	15.6	.0928
Hopewell city	245,041	27,055	19.7	31.7	21.0	11.6	.0094
Hopewell	245,041	27,055	19.7	31.7	21.0	11.6	.0094
New Kent	104,392	27,922	16.5	37.1	21.7	10.3	.0033
Petersburg city	337,401	18,552	28.7	29.3	11.2	5.8	.0167
● Petersburg	337,401	18,552	28.7	29.3	11.2	5.8	.0167
Powhatan	131,916	30,531	15.7	31.5	26.4	13.2	.0043
Prince George	213,657	26,673	22.7	34.6	22.3	10.2	.0080
Richmond city	2,158,035	20,825	25.9	29.2	13.9	9.0	.0961
● Richmond	2,158,035	20,825	25.9	29.2	13.9	9.0	.0961
SUBURBAN TOTAL	6,289,820	31,776	16.2	31.3	26.1	16.8	.2312
ROANOKE	**2,287,345**	**23,771**	**24.1**	**31.3**	**18.2**	**9.1**	**.0921**
Botetourt	215,472	23,247	25.5	34.7	16.5	6.0	.0076
Roanoke	847,341	30,666	17.0	33.3	26.1	14.0	.0292
Roanoke city	972,497	19,780	27.9	29.4	13.6	6.4	.0443
● Roanoke	972,497	19,780	27.9	29.4	13.6	6.4	.0443
Salem city	252,035	23,972	25.6	32.5	17.9	9.9	.0110
Salem	252,035	23,972	25.6	32.5	17.9	9.9	.0110
SUBURBAN TOTAL	1,314,848	27,840	20.5	33.3	22.6	11.6	.0478
OTHER COUNTIES							
Accomack	252,048	17,209	29.3	25.1	10.5	7.3	.0103
☐ Alexandria city	2,021,273	33,763	14.1	30.2	21.7	26.0	.0705
Alexandria	2,021,273	33,763	14.1	30.2	21.7	26.0	.0705
Alleghany	132,858	27,130	19.1	31.4	22.1	12.2	.0038
Amelia	59,981	19,987	29.4	34.7	11.1	4.1	.0023
Appomattox	103,697	22,041	25.0	35.3	14.9	5.3	.0041

VA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
□ Arlington	3,018,930	36,611	13.5	27.0	20.5	32.0	.0957
● Arlington	3,018,930	36,611	13.5	27.0	20.5	32.0	.0957
Augusta	559,504	26,094	21.3	32.9	20.6	11.4	.0201
Bath	53,638	19,500	30.3	23.1	16.5	8.9	.0018
Bedford	317,800	24,009	23.8	35.9	17.3	7.4	.0099
Bedford city	52,534	19,965	26.9	29.1	13.6	7.2	.0034
Bedford	52,534	19,965	26.9	29.1	13.6	7.2	.0034
Bland	45,502	19,827	27.7	38.5	8.6	2.4	.0015
□ Bristol city	164,647	19,762	24.3	30.3	13.2	5.9	.0094
● Bristol	164,647	19,762	24.3	30.3	13.2	5.9	.0094
Brunswick	99,978	16,684	33.5	26.8	10.6	3.0	.0040
Buchanan	314,067	23,633	22.3	34.3	16.9	6.9	.0118
Buckingham	72,903	15,888	32.3	27.2	7.4	3.2	.0030
Buena Vista city	53,822	22,718	25.7	40.0	16.0	3.1	.0020
Buena Vista	53,822	22,718	25.7	40.0	16.0	3.1	.0020
Caroline	150,233	21,480	29.0	31.2	16.2	6.1	.0054
Carroll	210,773	19,625	28.0	33.8	11.2	4.0	.0073
Charlotte	79,425	16,919	28.2	29.9	8.5	3.6	.0030
Clarke	117,436	26,500	19.7	32.5	18.7	14.7	.0038
Clifton Forge city	43,316	20,159	25.6	27.6	15.7	7.1	.0019
Clifton Forge	43,316	20,159	25.6	27.6	15.7	7.1	.0019
Covington city	63,208	18,987	30.4	32.4	12.6	2.4	.0042
Covington	63,208	18,987	30.4	32.4	12.6	2.4	.0042
Craig	35,542	22,594	26.9	37.0	16.4	2.7	.0012
Culpeper	199,555	21,386	24.9	32.6	14.1	7.2	.0080
Cumberland	58,051	17,798	29.4	28.3	10.0	5.3	.0021
Dickenson	158,984	20,941	25.1	34.6	12.9	4.8	.0063
Emporia city	40,880	18,731	31.9	28.5	11.8	5.1	.0030
Emporia	40,880	18,731	31.9	28.5	11.8	5.1	.0030
Essex	62,318	17,439	33.2	30.1	7.4	4.0	.0033
□ Fairfax	11,409,079	45,976	8.3	20.2	24.0	43.5	.3790
□ Fairfax city	329,026	43,214	9.5	23.0	22.6	40.3	.0226
Fairfax	329,026	43,214	9.5	23.0	22.6	40.3	.0226
□ Falls Church city	187,903	40,458	11.0	24.3	23.1	37.1	.0102
Falls Church	187,903	40,458	11.0	24.3	23.1	37.1	.0102
Fauquier	422,741	28,393	20.2	29.7	21.3	15.5	.0150
Floyd	92,394	19,198	26.8	33.6	10.2	4.2	.0033
Franklin	304,760	21,891	27.0	35.2	15.0	4.9	.0109
Franklin city	64,923	20,525	25.1	28.3	13.2	9.8	.0032
Franklin	64,923	20,525	25.1	28.3	13.2	9.8	.0032
Frederick	334,927	26,353	21.5	34.0	22.2	8.9	.0122
Fredericksburg city	174,295	22,636	24.2	31.0	14.6	11.6	.0115
Fredericksburg	174,295	22,636	24.2	31.0	14.6	11.6	.0115
Galax city	64,060	17,816	35.3	29.2	9.3	4.5	.0036
Galax	64,060	17,816	35.3	29.2	9.3	4.5	.0036
Giles	148,310	21,618	27.5	34.6	13.9	6.0	.0062
Grayson	140,400	19,750	29.6	34.9	9.0	5.5	.0048
Greensville	63,529	17,545	29.5	30.5	9.1	3.9	.0022
Halifax	233,577	21,644	25.0	31.8	16.3	6.1	.0076
Harrisonburg city	215,304	18,384	30.1	28.1	12.2	5.8	.0132
Harrisonburg	215,304	18,384	30.1	28.1	12.2	5.8	.0132
Henry	535,911	24,689	23.4	37.1	17.7	7.1	.0192
Highland	21,185	17,100	26.5	29.5	9.5	3.2	.0008
Isle of Wight	209,089	25,599	20.4	33.5	19.6	9.3	.0073
King and Queen	42,946	16,617	29.9	28.8	9.2	4.0	.0014
King George	106,256	26,343	21.2	28.2	22.4	11.9	.0034
King William	84,202	22,278	25.4	35.1	13.9	7.1	.0035
Lancaster	104,398	21,337	25.7	27.1	15.0	10.6	.0041
Lee	177,311	15,872	31.5	27.1	8.5	2.8	.0067
Lexington city	62,474	20,400	26.7	24.5	12.8	13.8	.0033
Lexington	62,474	20,400	26.7	24.5	12.8	13.8	.0033
□ Loudoun	774,779	33,409	14.1	29.9	27.3	19.4	.0279
Louisa	124,974	17,182	30.0	31.5	7.5	2.5	.0052
Lunenburg	95,356	19,437	28.5	29.2	12.8	6.7	.0035
Madison	81,302	19,922	28.8	35.1	10.2	4.4	.0032
□ Manassas city	210,895	36,411	12.9	27.8	33.7	19.3	.0110
Manassas	210,895	36,411	12.9	27.8	33.7	19.3	.0110
□ Manassas Park city	53,312	26,557	16.7	52.5	18.1	3.0	.0020
Manassas Park	53,312	26,557	16.7	52.5	18.1	3.0	.0020
Martinsville city	187,983	23,237	24.1	30.6	14.4	12.9	.0087
Martinsville	187,983	23,237	24.1	30.6	14.4	12.9	.0087
Mathews	91,774	23,458	22.7	30.0	17.1	10.5	.0030
Mecklenburg	234,028	19,763	26.2	31.6	12.4	5.4	.0098
Middlesex	74,191	19,453	28.2	27.4	12.6	8.5	.0028
Montgomery	626,863	22,729	25.3	28.9	15.7	11.3	.0247
Nelson	107,744	21,080	25.5	27.3	15.9	9.0	.0041
Northampton	112,898	17,293	28.0	25.5	11.2	5.8	.0045
Northumberland	97,459	20,296	29.0	29.2	13.3	8.3	.0035
Norton city	40,143	18,452	28.3	28.1	11.9	6.2	.0033
Norton	40,143	18,452	28.3	28.1	11.9	6.7	.0033
Nottoway	122,743	21,127	25.5	31.2	14.8	6.6	.0048
Orange	178,804	22,232	25.8	30.0	16.0	9.6	.0067
Page	164,099	19,572	30.2	31.8	12.5	4.5	.0065
Patrick	155,039	21,779	26.5	32.7	16.3	5.1	.0053
Prince Edward	108,003	17,739	29.1	30.3	9.8	3.9	.0056
□ Prince William	1,993,656	38,946	10.5	25.9	32.5	26.3	.0723
Pulaski	318,886	22,815	26.0	35.5	15.8	5.9	.0118
Radford city	124,605	24,466	25.4	29.1	17.0	12.3	.0051
Radford	124,605	24,466	25.4	29.1	17.0	12.3	.0051
Rappahannock	61,169	22,080	24.6	30.4	14.7	9.0	.0018
Richmond	60,642	21,293	24.5	32.5	13.6	7.0	.0025
Rockbridge	133,006	18,905	29.8	31.8	12.2	2.9	.0064
Rockingham	442,702	21,798	26.4	36.0	13.2	5.7	.0156
Russell	250,663	19,337	27.9	32.2	12.2	3.9	.0094
□ Scott	207,534	20,707	25.6	26.9	16.7	7.9	.0082
Shenandoah	250,705	20,300	29.4	33.2	11.8	5.9	.0099
Smyth	281,163	20,972	28.5	34.7	12.8	5.2	.0109
Southampton	121,244	20,532	21.9	31.0	14.5	5.6	.0049

Cover the scene for less green.

With the Roanoke Times & World-News, you'll virtually blanket the high-spending Roanoke metro market — Virginia's largest west of Richmond, with $1.4 billion in annual retail sales. You'll reach over 250,000 daily readers in 19 primary market counties. And, you'll get the 78% household coverage of the nation's ninth-ranked metro penetration newspaper. Best of all, a single, quarter-page ad delivers 78 metro GRPs for as little as $11.23 per point. Cover the scene for less green by advertising with the Roanoke Times & World-News today.

Roanoke Times & World-News

Sources: Survey of Buying Power, 1984; Circulation '84/'85
P.O. Box 2491, Roanoke, VA 24010 Phone (703) 981-3361. Or contact your Branham representative.

VA. (cont.)
ESTIMATES

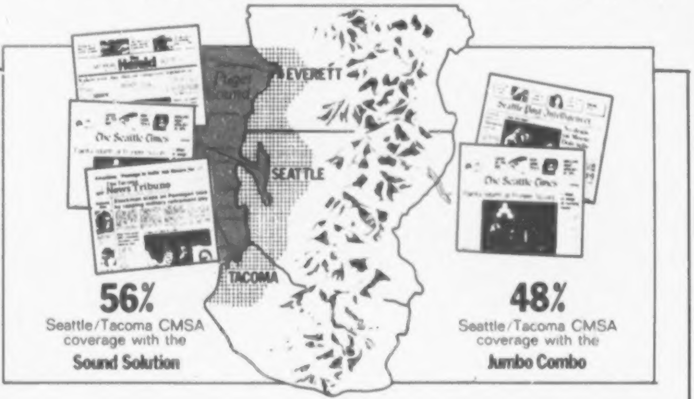
EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
South Boston city	61,195	21,299	25.5	32.8	13.2	7.5	.0041
South Boston	61,195	21,299	25.5	32.8	13.2	7.5	.0041
Spotsylvania	399,912	29,515	17.5	34.5	24.8	12.1	.0156
☐ Stafford	307,758	32,464	16.3	31.6	27.0	16.9	.0176
Staunton city	198,163	21,774	27.0	33.2	15.5	6.0	.0088
Staunton	198,163	21,774	27.0	33.2	15.5	6.0	.0088
Surry	42,928	18,638	29.3	31.1	11.4	3.5	.0015
Sussex	84,877	22,224	22.4	31.3	14.9	8.1	.0038
Tazewell	367,416	18,528	30.3	33.9	8.7	3.3	.0177
Warren	197,026	20,637	28.2	34.2	13.7	3.9	.0078
☐ Washington	388,839	20,128	28.0	31.6	13.1	5.6	.0144
Waynesboro city	168,136	25,721	22.4	34.2	18.3	12.0	.0077
Waynesboro	168,136	25,721	22.4	34.2	18.3	12.0	.0077
Westmoreland	111,809	17,279	31.1	27.1	9.7	4.9	.0043
Winchester city	223,609	22,077	26.9	28.5	15.6	10.9	.0113
Winchester	223,609	22,077	26.9	28.5	15.6	10.9	.0113
Wise	391,146	23,129	24.2	32.2	16.8	7.6	.0156
Wythe	206,444	19,281	31.6	33.6	10.0	4.3	.0095
TOTAL METRO COUNTIES	**48,659,297**	**29,990**	**18.2**	**28.8**	**21.2**	**19.3**	**1.8271**
TOTAL STATE	**62,701,191**	**27,170**	**20.5**	**29.7**	**19.3**	**15.9**	**2.3897**

WASHINGTON

WASH.
ESTIMATES

	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BELLINGHAM	**113.9**	**.0478**	**30.2**	**15.0**	**19.8**	**16.3**	**24.1**	**43.4**	**623,129**	**142,363**	**75,478**	**73,420**	**30,679**	**113,275**	**20,020**
Whatcom	113.9	.0478	30.2	15.0	19.8	16.3	24.1	43.4	623,129	142,363	75,478	73,420	30,679	113,275	20,020
● Bellingham	45.6	.0191	29.7	21.5	20.0	13.8	25.7	18.8	432,569	95,003	50,474	61,462	23,191	75,468	16,384
SUBURBAN TOTAL	68.3	.0287	30.4	10.7	19.5	18.0	23.1	24.6	190,560	47,360	24,984	11,958	7,488	37,807	3,636
BREMERTON	**169.5**	**.0712**	**30.5**	**13.2**	**19.2**	**18.6**	**22.7**	**61.7**	**673,988**	**159,767**	**75,932**	**62,811**	**33,086**	**130,243**	**38,376**
Kitsap	169.5	.0712	30.5	13.2	19.2	18.6	22.7	61.7	673,988	159,767	75,932	62,811	33,086	130,243	38,376
● Bremerton	35.6	.0149	28.5	22.9	18.5	12.8	25.2	14.1	354,593	59,893	40,008	55,491	21,760	85,410	22,222
SUBURBAN TOTAL	133.9	.0563	31.0	10.6	19.4	20.2	22.0	47.6	319,395	99,874	35,924	7,320	11,326	44,833	16,154
OLYMPIA	**140.7**	**.0591**	**31.0**	**11.0**	**19.1**	**19.2**	**23.2**	**54.4**	**722,606**	**178,626**	**77,565**	**105,397**	**34,041**	**122,688**	**22,871**
Thurston	140.7	.0591	31.0	11.0	19.1	19.2	23.2	54.4	722,606	178,626	77,565	105,397	34,041	122,688	22,871
● Olympia	29.5	.0124	32.8	11.8	19.2	17.9	27.8	13.0	398,655	69,405	37,747	67,341	24,426	98,505	8,463
SUBURBAN TOTAL	111.2	.0467	30.6	10.8	19.0	19.5	22.0	41.4	323,951	109,221	39,818	38,056	9,615	24,183	14,408
RICHLAND - KENNEWICK - PASCO	**153.0**	**.0642**	**29.3**	**11.6**	**20.0**	**18.8**	**19.7**	**56.3**	**754,667**	**179,481**	**69,193**	**102,208**	**26,843**	**138,429**	**36,374**
Benton	115.8	.0486	29.6	11.4	20.3	19.8	19.2	43.1	519,654	135,559	49,134	75,729	21,985	68,517	26,653
● Kennewick	40.1	.0168	28.0	14.1	23.4	17.4	16.2	15.7	308,738	70,431	24,614	55,823	11,828	38,900	15,494



56%
Seattle/Tacoma CMSA coverage with the
Sound Solution

48%
Seattle/Tacoma CMSA coverage with the
Jumbo Combo

Reach over 50% of the Seattle Market more efficiently with the Sound Solution.

Now there's a better way to reach the over 2 million people who reside along the shores of Puget Sound. It's the Sound Solution. With The Herald, The Seattle Times, and The Tacoma News Tribune, your Seattle/Tacoma CMSA buy becomes 11% more efficient. And you can maximize your reach at a discount. For details see the Seattle Sound Unit at the beginning of Washington state's listing in SRDS.

The Herald ▪ The Tacoma News Tribune

See the Seattle Sound Unit in SRDS

Represented Nationally by Sawyer-Ferguson-Walker, Inc ▪ 1983 Scarborough

WASH. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Richland	33.8	.0142	32.1	10.0	17.7	21.6	23.3	13.1	153,658	44,863	17,523	19,230	7,754	15,425	10,009
Franklin	37.2	.0156	28.2	12.2	18.9	15.7	21.5	13.2	235,013	43,922	20,059	26,479	4,858	69,912	9,721
• Pasco	19.4	.0081	28.5	14.6	17.8	13.5	24.8	7.5	202,053	30,532	16,325	24,187	4,650	66,521	8,721
SUBURBAN TOTAL	59.7	.0251	29.1	9.8	19.6	19.9	18.4	20.0	90,218	33,655	10,731	2,968	2,611	17,583	2,150
SEATTLE	**1,699.9**	**.7134**	**31.9**	**12.2**	**20.5**	**19.7**	**23.9**	**676.3**	**11,004,876**	**2,234,250**	**1,347,912**	**1,234,238**	**549,321**	**2,109,891**	**369,934**
King	1,329.5	.5579	32.2	12.3	20.7	19.6	24.6	537.4	9,071,628	1,813,418	1,145,329	983,954	453,981	1,721,396	314,958
• Auburn	29.4	.0123	30.5	14.5	18.8	17.9	23.6	11.9	306,632	53,731	18,720	1,721	12,668	151,718	10,637
Bellevue	79.1	.0332	32.7	13.0	16.9	24.6	21.5	31.0	974,941	127,709	89,687	93,243	56,905	233,616	28,527
• Seattle	487.4	.2046	33.6	14.2	22.7	15.5	31.3	224.7	3,610,560	656,032	547,068	382,488	178,383	609,448	110,502
Snohomish	370.4	.1555	30.7	11.2	19.6	20.0	21.6	138.9	1,933,248	420,832	202,583	250,284	95,340	388,495	54,976
• Everett	56.8	.0238	32.6	13.4	17.6	15.8	29.9	24.5	588,912	99,193	68,720	106,471	25,838	125,688	21,928
SUBURBAN TOTAL	1,126.3	.4727	31.0	11.1	19.7	21.8	20.4	415.2	6,498,772	1,425,294	713,404	743,558	332,432	1,223,037	226,867
SEATTLE - TACOMA CONSOLIDATED AREA	***2,219.0***	***.9313***	***31.5***	***12.7***	***19.9***	***19.3***	***23.7***	***870.8***	***13,591,118***	***2,758,440***	***1,623,290***	***1,555,966***	***660,570***	***2,674,851***	***445,054***
SPOKANE	**354.4**	**.1487**	**31.0**	**12.8**	**18.3**	**17.3**	**25.4**	**137.9**	**1,965,434**	**434,133**	**211,573**	**251,774**	**93,354**	**421,971**	**61,567**
Spokane	354.4	.1487	31.0	12.8	18.3	17.3	25.4	137.9	1,965,434	434,133	211,573	251,774	93,354	421,971	61,567
• Spokane	174.9	.0734	32.4	13.5	18.5	14.6	30.5	75.2	1,265,395	268,319	136,539	193,145	66,498	250,162	42,999
SUBURBAN TOTAL	179.5	.0753	29.7	12.2	18.2	20.0	20.4	62.7	700,039	165,814	75,034	58,629	26,856	171,809	18,568
TACOMA	**519.1**	**.2179**	**30.0**	**14.3**	**18.4**	**18.0**	**22.8**	**194.5**	**2,586,242**	**524,190**	**275,378**	**321,728**	**111,249**	**564,960**	**75,120**
Pierce	519.1	.2179	30.0	14.3	18.4	18.0	22.8	194.5	2,586,242	524,190	275,378	321,728	111,249	564,960	75,120
• Tacoma	159.4	.0669	31.7	12.9	18.0	15.6	28.4	66.7	1,254,445	182,909	130,052	244,662	59,285	303,701	32,617
SUBURBAN TOTAL	359.7	.1510	29.2	15.0	18.6	19.0	20.3	127.8	1,331,797	341,281	145,326	77,066	51,964	261,259	42,503

Seattle is the 13th largest CMSA in the country. A growing, affluent market that's easy to reach with our Jumbo Combo package.

Our low combination rate delivers two daily giants, The Seattle Times and Seattle Post-Intelligencer. Together, they cover 47% of the market daily and 56% on Sundays.

For details, contact your CWO&O representative. Find out how the Jumbo Combo can help put you on the map.

The Seattle Times/Seattle Post-Intelligencer

ARE YOU OVERLOOKING A MAMMOTH MARKET?

WASH. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
VANCOUVER	**208.2**	**.0874**	**30.2**	**10.4**	**19.4**	**19.1**	**21.6**	**77.1**	**803,207**	**195,969**	**98,020**	**146,257**	**30,040**	**136,448**	**28,350**
Clark	208.2	.0874	30.2	10.4	19.4	19.1	21.6	77.1	803,207	195,969	98,020	146,257	30,040	136,448	28,350
• Vancouver	43.9	.0184	33.0	14.0	17.7	15.0	31.5	20.2	269,299	50,291	37,875	24,012	12,286	83,290	7,883
SUBURBAN TOTAL	164.3	.0690	29.6	9.4	20.0	20.2	19.0	56.9	533,908	145,678	60,145	122,245	17,754	53,158	20,467
YAKIMA	**180.7**	**.0758**	**31.4**	**10.7**	**16.5**	**17.4**	**26.6**	**66.4**	**868,773**	**211,572**	**84,863**	**104,518**	**27,879**	**185,282**	**26,609**
Yakima	180.7	.0758	31.4	10.7	16.5	17.4	26.6	66.4	868,773	211,572	84,863	104,518	27,879	185,282	26,609
• Yakima	48.9	.0205	33.3	11.7	17.1	15.8	31.3	20.4	499,933	94,463	50,579	71,173	18,884	119,261	14,356
SUBURBAN TOTAL	131.8	.0553	30.6	10.3	16.1	18.1	24.9	46.0	368,840	117,109	34,284	33,345	8,995	66,021	12,253
OTHER COUNTIES															
Adams	13.6	.0057	29.4	9.7	16.6	17.7	23.0	4.9	55,419	15,528	6,362	2,363	1,699	7,642	2,558
Asotin	17.5	.0074	32.5	10.3	16.5	17.1	28.8	6.9	52,590	20,523	7,788	56	3,417	3,665	3,324
Chelan	47.1	.0197	34.5	10.2	16.3	17.8	31.6	19.3	292,567	61,976	29,148	27,940	12,877	65,224	12,985
Clallam	53.4	.0224	33.1	10.8	17.4	16.4	30.3	21.2	246,067	59,271	25,249	25,020	7,489	53,676	11,827
Columbia	4.0	.0017	38.7	5.8	14.7	17.6	37.1	1.6	12,858	4,278	1,804	735	293	815	505
Cowlitz	82.3	.0345	31.2	10.6	18.1	18.2	24.9	31.5	428,297	114,121	47,943	62,244	12,182	9[illegible],325	13,183
Douglas	23.6	.0099	31.8	9.6	18.1	19.9	24.3	9.2	93,759	35,441	10,756	5,151	2,058	[illegible],861	4,520
Ferry	6.4	.0027	28.9	11.0	18.9	17.6	20.9	2.1	10,154	5,543	920		265	[illegible],822	299
Garfield	2.3	.0010	38.3	6.9	14.0	17.9	36.1	1.0	2,811	1,281	221		95	[illegible]	301
Grant	51.6	.0217	30.5	10.5	16.1	17.4	25.3	18.9	229,466	64,601	26,334	6,465	6,042	4[illegible],327	10,999
Grays Harbor	66.0	.0277	32.5	10.5	17.0	17.5	28.2	25.8	311,577	102,924	35,818	16,355	14,674	4[illegible],140	14,284
Island	49.0	.0205	30.7	13.5	18.4	17.1	25.0	18.2	149,408	43,678	19,222	5,666	9,377	3[illegible]59	5,050
Jefferson	17.7	.0075	36.3	7.7	17.5	17.3	34.3	7.3	67,953	20,916	8,057	2,170	1,811	4,[illegible]75	916
Kittitas	24.7	.0103	29.5	20.7	16.9	15.5	25.2	9.6	136,284	33,836	20,734	11,288	2,818	20,[illegible]69	1,404
Klickitat	16.7	.0070	31.8	9.2	17.9	17.6	26.7	6.2	44,431	12,794	4,383	568	790	9,760	1,677
Lewis	57.8	.0243	32.8	9.5	15.7	17.7	28.9	22.0	297,830	78,922	30,868	35,063	9,290	48,505	11,261
Lincoln	9.4	.0039	36.8	7.0	14.9	18.3	34.2	3.7	26,734	10,110	2,305	676	156	5,503	1,309
Mason	35.4	.0149	33.5	11.5	16.0	17.1	30.6	13.7	118,103	45,259	12,040	6,175	4,161	14,435	2,372
Okanogan	32.3	.0136	32.6	8.8	17.0	18.7	27.3	12.5	144,192	39,254	15,643	23,336	4,367	17,699	5,643
Pacific	17.4	.0073	37.3	8.5	15.0	15.8	36.8	7.4	59,159	18,875	9,298	4,583	951	3,752	2,428
Pend Oreille	9.2	.0038	32.7	7.5	16.0	18.9	27.5	3.3	30,769	17,142	2,029	334	157	3,891	1,627
San Juan	9.0	.0038	38.1	6.2	19.5	17.0	37.0	3.9	33,214	12,535	4,239	656	213	1,389	1,036
Skagit	67.8	.0284	33.4	9.9	17.4	17.7	29.5	26.8	440,537	117,434	49,007	14,391	14,510	114,863	17,980
Skamania	8.1	.0034	31.4	9.5	17.8	20.0	23.7	3.0	8,411	3,995	1,011	381		476	292
Stevens	31.8	.0133	30.2	8.4	18.4	18.8	22.4	10.9	88,883	26,871	9,296	2,752	3,155	16,255	2,269
Wahkiakum	3.6	.0015	33.4	7.8	16.1	17.2	30.2	1.4	6,103	3,376	786	240	79	155	
Walla Walla	48.5	.0204	32.4	14.2	16.9	16.7	28.9	17.7	226,541	49,627	20,947	24,087	10,176	52,372	11,667
Whitman	40.8	.0171	24.7	33.0	17.0	13.3	18.5	14.1	110,040	37,505	9,688	1,462	4,043	25,696	3,799
TOTAL METRO COUNTIES	**3,539.4**	**1.4855**	**31.1**	**12.4**	**19.4**	**18.9**	**23.7**	**1,368.8**	**20,002,922**	**4,260,351**	**2,315,914**	**2,402,351**	**936,492**	**3,923,187**	**679,221**
TOTAL STATE	**4,386.4**	**1.8409**	**31.3**	**12.3**	**19.8**	**18.6**	**24.4**	**1,692.1**	**23,727,079**	**5,317,967**	**2,727,810**	**2,682,508**	**1,063,637**	**4,618,109**	**824,736**

WASH.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
BELLINGHAM	**1,108,340**	**21,848**	**24.8**	**31.7**	**14.7**	**7.9**	**.0455**
Whatcom	1,108,340	21,848	24.8	31.7	14.7	7.9	.0455
• Bellingham	446,723	18,798	26.2	27.9	12.2	7.1	.0225
SUBURBAN TOTAL	661,617	24,123	23.7	34.4	16.7	8.5	.0230
BREMERTON	**1,813,739**	**26,365**	**21.8**	**33.5**	**20.4**	**10.4**	**.0851**
Kitsap	1,813,739	26,365	21.8	33.5	20.4	10.4	.0851
• Bremerton	369,142	20,831	27.0	31.3	14.7	6.1	.0184
SUBURBAN TOTAL	1,444,597	28,044	20.2	34.3	22.1	11.7	.0467

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
OLYMPIA	**1,537,650**	**25,399**	**22.8**	**31.1**	**20.0**	**10.6**	**.0584**
Thurston	1,537,650	25,399	22.8	31.1	20.0	10.6	.0584
• Olympia	350,181	22,245	23.9	28.1	16.4	11.6	.0185
SUBURBAN TOTAL	1,187,469	26,367	22.4	32.0	21.4	10.3	.0399
RICHLAND - KENNEWICK - PASCO	**1,928,347**	**32,672**	**15.4**	**28.8**	**[illegible]**	**19.2**	**.0677**
Benton	1,548,588	34,660	13.9	27.1	27.6	21.7	.0518
• Kennewick	521,304	31,791	15.8	29.2	26.6	16.8	.0206
• Richland	515,794	38,739	11.9	23.5	27.9	28.9	.0164

WESTERN WASHINGTON NEWSPAPER NETWORKS

WWNN(1): 1 order—1 buy—1 bill at a discount that makes it easy to buy 106,600 circulation, 7 daily newspapers and 20.6% coverage of Western Washington.
WWNN(2): Greater Seattle Newspaper Network (2 newspapers).
WWNN(3): Puget Sound Newspaper Network (3 newspapers).

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

Aberdeen (WA) World (1)(3) • Bellevue (WA) Journal-American (1)(2) • Longview (WA) News (1)(3) • Port Angeles (WA) News (1)(3) • Valley (Renton, Kent, Auburn) Newspapers (1)(2)

WASH. (cont.)
S&MM ESTIMATES

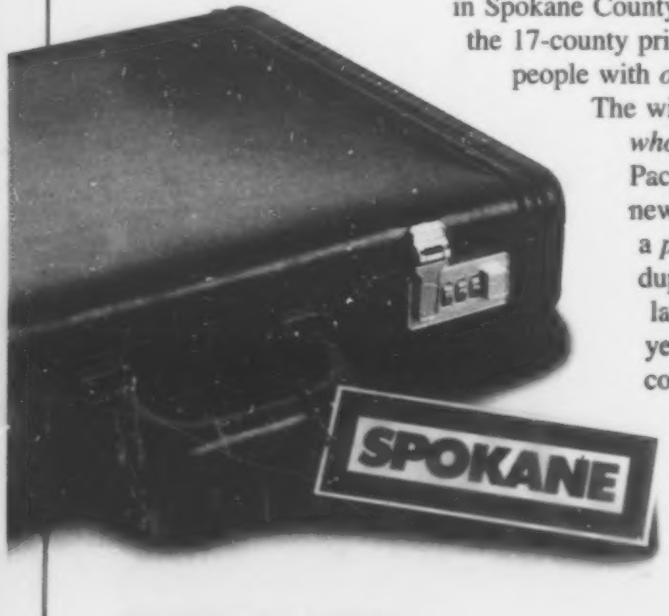
EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: A ($10,000-$19,999)	B ($20,000-$34,999)	C ($35,000-$49,999)	D ($50,000 & Over)	Buying Power Index
Franklin	379,759	26,237	20.2	30.8	21.2	11.2	.0159
• Pasco	189,685	23,179	21.7	31.1	18.7	7.1	.0100
SUBURBAN TOTAL	701,564	33,538	15.0	28.7	27.4	19.3	.0207
SEATTLE	**23,020,738**	**30,639**	**17.4**	**28.5**	**22.9**	**18.5**	**.8440**
King	18,567,358	30,833	17.4	27.7	22.6	19.5	.6817
• Auburn	352,660	27,585	19.1	32.9	22.2	11.7	.0164
Bellevue	1,297,588	37,430	14.4	25.2	23.4	30.7	.0544
• Seattle	6,702,125	24,440	22.3	28.1	17.6	13.6	.2545
Snohomish	4,453,380	30,017	17.6	31.7	24.1	14.6	.1623
• Everett	654,105	23,309	22.3	30.4	17.1	9.6	.0311
SUBURBAN TOTAL	15,311,848	34,043	14.4	28.6	26.2	21.8	.5420
SEATTLE - TACOMA CONSOLIDATED AREA	***27,937,897***	***28,418***	***19.2***	***29.6***	***21.2***	***15.8***	***1.0429***

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: A ($10,000-$19,999)	B ($20,000-$34,999)	C ($35,000-$49,999)	D ($50,000 & Over)	Buying Power Index
SPOKANE	**3,316,296**	**20,855**	**25.8**	**32.2**	**14.1**	**5.8**	**.1394**
Spokane	3,316,296	20,855	25.8	32.2	14.1	5.8	.1394
• Spokane	1,644,362	18,296	27.7	29.8	11.1	4.8	.0759
SUBURBAN TOTAL	1,671,934	24,085	23.7	34.8	17.8	7.1	.0635
TACOMA	**4,917,159**	**21,921**	**25.6**	**33.1**	**15.0**	**6.6**	**.1989**
Pierce	4,917,159	21,921	25.6	33.1	15.0	6.6	.1989
• Tacoma	1,453,035	18,704	26.8	30.6	11.6	4.6	.0706
SUBURBAN TOTAL	3,464,124	23,626	25.0	34.3	16.8	7.6	.1283
VANCOUVER	**2,202,326**	**26,643**	**20.2**	**33.6**	**20.8**	**10.0**	**.0789**
Clark	2,202,326	26,643	20.2	33.6	20.8	10.0	.0789
• Vancouver	479,566	19,577	26.5	28.5	13.1	7.4	.0192
SUBURBAN TOTAL	1,722,360	28,781	17.9	35.4	23.6	11.0	.0597



THE CASE FOR SPOKANE

A ONE NEWSPAPER BUY

Just one newspaper buy reaches virtually every household in Spokane County, PLUS an impressive 48% coverage in the 17-county primary market area. That's over 696,000 people with *one* cost-effective buy!

The wide *Spokane circulation area mirrors the wholesale distribution pattern* for the Inland Pacific Northwest. Its geographic isolation and newspaper penetration make the Spokane area a *prime test market*. In addition, Spokane duplicates the nation's demographics — it's large enough to give you an accurate reading, yet small enough to minimize your cost and control variables.

The Spokesman-Review and **Spokane Chronicle** build a great case for a simple, one newspaper buy in Spokane.

For additional information call
(509) 495-5045, or write to:
National Advertising Department,
P.O. Box 2160, Spokane, WA 99210.

THE SPOKESMAN-REVIEW
Spokane Chronicle

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Reach the entire Northwest market. Include the . . .

YAKIMA ADI BUY

53% MARKET PENETRATION
165,768 CIRCULATION

Represented by BRANHAM Newspaper Sales

SEATTLE
SPOKANE
WENATCHEE
MOSCOW
YAKIMA
TRI-CITIES
WALLA WALLA
LEWISTON
PENDLETON
PORTLAND
BOISE

YAKIMA ADI BUY

Group Discount
7 DAILIES • ONE BILL
• YAKIMA HERALD REPUBLIC • WENATCHEE WORLD • PASCO TRI-CITY HERALD
• WALLA WALLA UNION BULLETIN • PENDLETON EAST OREGONIAN
• LEWISTON MORNING TRIBUNE • MOSCOW IDAHOIAN

WASH. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
YAKIMA	**1,566,065**	**19,893**	**26.9**	**30.6**	**13.1**	**6.1**	**.0656**
Yakima	1,566,065	19,893	26.9	30.6	13.1	6.1	.0656
• Yakima	466,771	18,746	27.2	28.4	12.8	5.9	.0247
SUBURBAN TOTAL	1,099,294	20,372	26.9	31.5	13.2	6.2	.0409
OTHER COUNTIES							
Adams	139,885	26,045	20.4	34.7	18.4	11.2	.0051
Asotin	178,900	22,932	23.6	27.9	19.6	8.3	.0061
Chelan	465,879	20,382	27.6	30.3	13.8	6.9	.0197
Clallam	494,396	20,476	28.4	33.6	12.3	5.3	.0198
Columbia	37,517	20,641	25.9	33.5	12.3	5.8	.0013
Cowlitz	848,310	25,273	19.9	33.7	20.0	7.8	.0333
Douglas	231,961	22,797	25.8	32.2	17.8	6.3	.0086
Ferry	52,798	22,780	22.0	34.2	15.8	6.5	.0019
Garfield	26,080	23,160	25.2	33.1	17.1	8.1	.0008
Grant	466,737	22,091	25.3	32.5	15.8	7.0	.0186
Grays Harbor	737,336	25,728	20.6	29.6	20.5	11.3	.0271
Island	503,892	22,798	28.1	32.5	14.9	9.7	.0174
Jefferson	181,370	20,777	27.3	30.9	13.7	7.4	.0065
Kittitas	193,548	15,982	28.9	26.8	8.9	3.8	.0090
Klickitat	149,802	21,609	26.9	33.7	14.6	5.7	.0053
Lewis	539,941	21,252	25.2	30.5	15.5	7.0	.0223
Lincoln	119,080	27,728	20.2	33.2	20.8	14.0	.0037
Mason	334,196	21,348	27.4	33.0	13.9	6.6	.0122
Okanogan	222,169	15,136	30.7	28.2	5.6	2.4	.0104
Pacific	164,202	18,342	28.3	28.6	11.6	5.6	.0059
Pend Oreille	62,015	15,864	28.3	30.0	8.7	1.9	.0027
San Juan	101,222	21,472	26.1	32.5	11.5	10.1	.0034
Skagit	702,733	22,910	24.0	31.9	15.7	8.9	.0295
Skamania	54,584	17,000	36.5	31.9	3.9	1.5	.0020
Stevens	262,664	21,249	25.6	31.5	15.5	6.3	.0099
Wahkiakum	35,090	22,812	20.5	36.5	12.4	7.1	.0012
Walla Walla	479,860	22,775	23.8	30.1	17.4	9.0	.0186
Whitman	401,353	21,800	26.7	28.2	16.0	10.1	.0138
TOTAL METRO COUNTIES	**41,410,660**	**26,709**	**20.6**	**30.3**	**20.0**	**13.4**	**1.5636**
TOTAL STATE	**49,598,180**	**25,694**	**21.5**	**30.5**	**19.1**	**12.3**	**1.8796**

WEST VIRGINIA

W.VA.
S&MM ESTIMATES

POPULATION—12/31/84

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
CHARLESTON	**269.3**	**.1131**	**33.0**	**10.7**	**17.7**	**18.5**	**27.9**	**104.2**
Kanawha	226.8	.0952	33.3	10.8	17.6	18.1	29.0	89.2
• Charleston	59.0	.0248	36.6	10.4	16.9	16.6	35.3	25.6
Putnam	42.5	.0179	31.3	9.8	18.8	20.7	22.3	15.0
SUBURBAN TOTAL	210.3	.0883	32.2	10.8	17.9	19.1	25.8	78.6
HUNTINGTON - ASHLAND	**341.0**	**.1430**	**32.4**	**11.2**	**16.2**	**18.7**	**27.0**	**124.5**
Cabell	105.9	.0444	33.5	12.7	15.9	17.6	30.0	41.5
• Huntington	60.9	.0256	35.7	14.2	14.5	15.6	35.3	25.5
Wayne	47.9	.0201	31.6	10.6	16.1	19.3	25.3	16.8
Boyd, Ky.	*55.4*	*.0233*	*33.2*	*10.6*	*16.6*	*19.2*	*27.9*	*20.5*
• Ashland	*26.5*	*.0111*	*37.2*	*10.3*	*14.1*	*17.8*	*34.9*	*10.7*
Carter, Ky.	*26.3*	*.0110*	*30.0*	*11.8*	*15.9*	*18.1*	*24.0*	*8.7*
Greenup, Ky.	*40.4*	*.0169*	*31.2*	*10.0*	*16.7*	*20.5*	*23.1*	*13.5*
Lawrence, Ohio	*65.1*	*.0273*	*32.0*	*10.1*	*15.8*	*18.8*	*26.4*	*23.5*
SUBURBAN TOTAL	253.6	.1063	31.3	10.5	16.9	19.6	24.1	88.3
PARKERSBURG - MARIETTA	**159.8**	**.0667**	**32.3**	**11.1**	**16.4**	**18.9**	**26.6**	**58.6**
Wood	92.9	.0390	32.7	10.6	16.5	19.1	27.1	35.1

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLESTON	**1,507,716**	**334,219**	**107,953**	**190,718**	**54,731**	**400,346**	**51,058**
Kanawha	1,359,169	300,045	98,276	183,534	52,401	353,463	47,858
• Charleston	701,324	113,328	58,930	135,629	23,357	179,973	19,668
Putnam	148,547	34,174	9,677	7,184	2,330	46,883	3,200
SUBURBAN TOTAL	806,392	220,891	49,023	55,089	31,374	220,373	31,390
HUNTINGTON - ASHLAND	**1,600,207**	**349,882**	**136,960**	**303,783**	**67,586**	**284,845**	**55,383**
Cabell	815,469	140,941	70,790	186,066	35,960	156,901	22,131
• Huntington	544,942	110,916	56,805	61,880	29,147	119,282	18,528
Wayne	120,532	20,940	7,743	24,340	2,720	20,539	1,507
Boyd, Ky.	*333,607*	*74,963*	*36,725*	*65,651*	*10,150*	*56,998*	*14,817*
• Ashland	*267,390*	*48,335*	*23,745*	*63,680*	*9,264*	*51,210*	*14,134*
Carter, Ky.	*84,651*	*26,302*	*5,080*	*9,243*	*6,736*	*11,711*	*3,073*
Greenup, Ky.	*79,437*	*31,049*	*4,111*	*4,356*	*2,010*	*14,617*	*2,486*
Lawrence, Ohio	*166,421*	*47,638*	*12,503*	*14,120*	*9,116*	*24,079*	*11,369*
SUBURBAN TOTAL	787,075	190,631	46,410	178,222	[illegible]	114,353	22,641
PARKERSBURG - MARIETTA	**847,986**	**178,209**	**60,560**	**134,364**	**33,396**	**187,690**	**28,681**
Wood	543,347	102,633	42,738	103,226	24,080	130,783	13,330

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Parkersburg	39.3	.0165	35.3	10.6	15.2	16.6	33.9	16.4	373,808	81,875	30,522	56,211	12,838	105,606	12,931
Washington, Ohio	*66.1*	*.0277*	*31.6*	*11.8*	*16.2*	*18.7*	*25.8*	*23.5*	*304,559*	*67,626*	*26,830*	*31,158*	*11,343*	*56,909*	*20,331*
• *Marietta*	*16.8*	*.0071*	*32.1*	*17.0*	*15.4*	*14.9*	*30.6*	*6.5*	*180,923*	*36,933*	*20,098*	*26,838*	*7,089*	*24,020*	*16,298*
SUBURBAN TOTAL	102.9	.0431	31.2	10.3	16.9	20.5	23.1	35.7	293,075	51,451	18,948	51,335	15,469	58,066	6,422
STEUBENVILLE - WEIRTON	**156.4**	**.0657**	**33.5**	**11.1**	**15.8**	**17.8**	**29.8**	**57.7**	**624,683**	**172,327**	**51,332**	**80,273**	**22,822**	**114,145**	**25,530**
Brooke	29.8	.0126	32.4	12.7	15.9	18.0	27.9	10.6	93,499	27,709	11,143	6,763	4,891	13,552	4,579
Hancock	39.3	.0165	33.0	10.8	16.2	18.1	28.7	14.6	161,572	55,653	16,226	17,178	4,219	23,891	7,603
• Weirton	23.6	.0099	35.8	11.2	15.1	17.7	33.2	9.2	152,655	44,034	16,030	18,617	4,379	27,085	7,102
Jefferson, Ohio	*87.3*	*.0366*	*34.1*	*10.7*	*15.5*	*17.5*	*31.1*	*32.5*	*369,612*	*88,965*	*23,963*	*56,332*	*12,712*	*76,702*	*13,348*
• *Steubenville*	*24.1*	*.0101*	*38.2*	*11.8*	*14.0*	*15.1*	*38.2*	*9.6*	*205,447*	*33,544*	*13,792*	*43,939*	*9,934*	*38,701*	*9,943*
SUBURBAN TOTAL	108.7	.0457	32.3	11.0	16.2	18.3	27.3	38.9	266,581	94,749	21,510	17,717	8,509	48,359	8,480
WHEELING	**183.1**	**.0768**	**33.8**	**11.2**	**16.2**	**16.6**	**31.4**	**69.7**	**915,630**	**208,016**	**70,697**	**168,270**	**44,697**	**161,725**	**29,955**
Marshall	41.6	.0174	32.4	10.0	17.8	17.7	27.6	15.0	142,033	46,477	8,741	24,155	4,965	25,435	5,482
Ohio	59.2	.0248	34.5	13.1	15.3	15.9	33.4	23.1	323,246	59,471	32,402	24,413	26,428	76,481	10,124
• Wheeling	41.1	.0172	37.3	11.9	14.5	15.5	37.0	17.0	279,269	56,441	27,121	24,225	25,609	64,959	9,491
Belmont, Ohio	*82.5*	*.0346*	*34.1*	*10.3*	*16.0*	*16.6*	*31.9*	*31.6*	*450,351*	*102,068*	*29,554*	*119,702*	*13,304*	*59,809*	*14,349*
SUBURBAN TOTAL	142.0	.0596	33.0	11.0	16.5	17.0	29.8	52.7	636,361	151,575	43,576	144,045	19,088	96,766	20,464
OTHER COUNTIES															
Barbour	17.0	.0071	31.9	12.3	15.3	16.2	29.1	6.1	40,918	12,503	2,944	1,624	1,579	9,709	1,488
Berkeley	50.5	.0212	32.3	10.2	16.9	18.5	26.9	18.7	225,851	66,796	13,749	20,850	4,028	41,149	8,214
Boone	31.5	.0133	29.7	10.9	17.9	16.8	23.7	10.8	112,817	34,613	6,220	15,813	4,358	17,544	5,847
Braxton	14.5	.0060	33.8	9.5	15.5	16.6	31.6	5.4	74,615	18,280	3,536	8,287	1,045	15,745	2,203
Calhoun	8.9	.0037	32.8	9.8	16.4	16.1	30.4	3.3	19,938	7,647	408	1,634	630	3,702	1,434
Clay	11.8	.0050	29.8	9.9	16.1	16.3	25.3	4.1	21,769	9,346	557	1,784	1,073	2,343	718
Doddridge	7.9	.0033	32.8	9.5	15.0	16.6	30.2	2.7	8,905	3,240	477	141	411	967	369
Fayette	58.8	.0247	31.7	11.7	15.7	15.1	29.7	21.1	210,826	42,655	11,154	22,285	12,362	65,095	11,404
Gilmer	8.3	.0035	30.3	16.9	14.6	15.2	27.9	3.0	17,573	6,019	1,348	851	304	4,632	1,050
Grant	10.5	.0044	32.3	9.2	17.0	18.5	26.9	3.7	29,888	10,132	1,222	1,150	471	9,140	709
Greenbrier	38.3	.0160	33.5	10.2	15.8	17.6	30.1	14.3	191,134	62,808	10,695	19,018	2,065	47,948	8,634
Hampshire	16.0	.0068	32.4	9.4	16.0	17.7	28.1	5.7	43,688	13,192	2,002	1,492	1,104	9,474	1,243
Hardy	10.3	.0043	33.9	10.0	15.7	17.8	30.5	3.7	39,469	12,713	2,111	4,218	460	3,468	1,592
Harrison	78.0	.0327	34.3	10.2	15.3	17.1	31.8	29.5	355,894	87,103	26,108	56,120	10,888	79,563	15,096
Jackson	27.1	.0114	32.3	10.5	15.1	21.5	24.5	9.4	82,199	31,535	6,866	6,739	2,340	6,406	2,803
Jefferson	33.5	.0140	30.7	12.6	17.4	17.9	24.6	11.6	84,187	27,166	15,005	3,087	3,421	8,553	2,527
Lewis	19.0	.0080	34.8	9.3	15.5	17.3	32.4	7.0	74,476	18,363	5,938	7,444	5,010	19,891	2,364
Lincoln	24.4	.0102	30.1	10.5	16.2	17.7	24.3	8.0	31,533	10,607	1,784	2,759	1,593	4,913	1,107
Logan	50.3	.0212	29.4	11.1	17.7	16.0	24.0	17.2	211,828	46,985	11,938	34,738	10,422	46,890	10,382
McDowell	47.1	.0197	28.9	11.1	16.0	14.9	25.4	15.9	115,664	40,451	5,673	8,344	6,678	25,322	4,418
Marion	65.3	.0274	33.9	11.4	15.6	16.7	31.6	25.1	361,427	88,035	17,919	75,087	19,969	70,469	12,073
Mason	27.0	.0113	32.2	10.6	16.0	19.4	26.2	10.0	77,416	26,298	4,680	6,256	1,333	6,790	4,976
Mercer	74.5	.0313	32.4	11.3	16.6	16.5	29.1	27.9	441,338	85,506	27,751	90,389	23,843	110,131	14,981
☐ Mineral	27.9	.0117	32.4	10.2	16.0	18.5	27.4	10.1	55,720	13,398	5,216	5,674	2,345	11,982	2,516
Mingo	38.1	.0160	28.0	11.7	17.0	15.6	22.3	12.6	165,621	27,909	5,772	16,569	13,414	43,590	7,227
Monongalia	76.3	.0320	27.8	23.9	18.6	14.7	21.9	28.7	337,151	78,939	23,005	49,366	20,731	60,781	11,664
Monroe	13.4	.0056	34.0	8.8	15.1	17.8	30.8	4.7	12,786	3,015	319	922	333	2,339	1,498
Morgan	11.4	.0048	34.0	9.8	15.5	18.3	30.1	4.3	23,233	6,661	1,263	2,620	445	4,185	793
Nicholas	29.4	.0124	30.5	10.3	17.1	17.3	25.0	10.3	109,644	30,807	4,923	18,724	2,737	20,992	3,846
Pendleton	8.0	.0034	33.9	10.4	16.1	17.0	31.2	3.0	16,807	6,622	709	766	318	4,633	387
Pleasants	8.4	.0035	30.7	12.0	16.7	17.0	25.8	2.9	18,497	5,473	1,145	1,029	147	5,710	981
Pocahontas	10.4	.0044	34.8	9.7	15.0	17.3	32.4	3.8	42,083	9,818	5,812	2,043	783	13,602	1,756
Preston	31.6	.0132	31.6	10.4	16.3	17.1	27.4	11.1	100,899	26,787	3,941	6,561	1,771	40,589	1,782
Raleigh	89.3	.0374	31.6	9.9	17.6	16.7	27.4	32.6	460,935	99,584	29,329	91,728	21,895	99,278	14,835
Randolph	29.8	.0125	31.9	12.6	16.3	17.0	28.0	10.5	136,240	32,520	10,130	14,580	4,528	34,000	4,787
Ritchie	11.8	.0050	34.0	9.7	15.3	16.4	32.1	4.4	30,688	11,332	1,740	1,254	834	10,025	894
Roane	16.2	.0068	33.5	9.8	15.9	17.9	29.8	5.5	68,635	21,102	1,913	6,427	353	19,959	2,515
Summers	16.1	.0067	32.9	10.3	18.2	16.5	29.6	5.5	39,608	13,862	1,449	5,713	1,267	5,153	997
Taylor	17.2	.0073	33.0	9.5	16.2	17.0	29.7	6.2	40,343	10,407	3,177	3,843	1,538	7,919	2,732
Tucker	8.8	.0037	33.7	9.4	15.9	17.6	30.3	3.4	36,016	9,443	3,048	2,331	301	5,018	1,827
Tyler	11.4	.0047	32.6	9.4	15.3	18.2	28.1	4.1	20,645	5,376	1,161	876	579	5,143	1,083
Upshur	24.2	.0102	30.4	14.6	16.1	16.8	25.9	8.8	99,050	25,218	8,096	10,708	1,436	25,432	3,579
Webster	12.8	.0054	30.9	9.8	16.2	16.0	27.4	4.5	33,714	10,321	750	1,936	294	5,723	943
Wetzel	22.0	.0092	32.3	9.8	15.8	18.5	27.3	7.9	106,238	32,083	7,733	10,908	3,991	21,368	4,477
Wirt	5.4	.0023	32.8	10.4	14.3	19.2	27.7	1.9	6,601	1,444	558	192		1,078	
Wyoming	36.4	.0152	28.1	11.6	18.2	16.9	20.5	12.1	110,676	35,610	2,473	11,759	3,857	29,295	3,273
TOTAL METRO COUNTIES	**713.6**	**.2996**	**33.0**	**11.2**	**16.7**	**18.2**	**28.4**	**271.0**	**3,763,034**	**809,470**	**302,952**	**582,539**	**160,312**	**859,910**	**120,320**
TOTAL STATE	**1,972.5**	**.8278**	**32.0**	**11.4**	**16.7**	**17.3**	**27.7**	**724.0**	**8,452,497**	**2,075,796**	**601,483**	**1,233,504**	**357,251**	**1,935,566**	**307,828**

Whose Income is not Included in 'Total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

W.VA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CHARLESTON	**2,860,833**	**24,947**	**21.6**	**32.2**	**18.9**	**9.8**	**.1132**
Kanawha	2,475,626	24,947	21.9	31.3	18.8	10.4	.0986
● Charleston	741,254	23,197	22.7	26.3	16.1	14.1	.0356
Putnam	385,207	24,949	20.6	36.7	19.3	5.9	.0146
SUBURBAN TOTAL	2,119,579	25,424	21.3	34.1	19.8	8.4	.0776
HUNTINGTON - ASHLAND	**2,902,992**	**20,399**	**24.9**	**30.6**	**14.6**	**5.7**	**.1218**
Cabell	955,097	19,219	27.3	29.0	13.2	5.9	.0464
● Huntington	556,550	17,131	28.5	26.5	10.9	5.5	.0285
Wayne	380,345	19,975	25.1	30.2	14.7	5.0	.0142
Boyd, Ky.	*510,992*	*22,096*	*22.5*	*30.2*	*17.5*	*6.7*	*.0222*
● *Ashland*	*262,593*	*20,187*	*23.9*	*27.3*	*15.4*	*7.6*	*.0135*
Carter, Ky.	*175,420*	*16,548*	*27.4*	*27.5*	*10.5*	*4.0*	*.0075*
Greenup, Ky.	*310,544*	*21,459*	*24.1*	*36.8*	*12.9*	*4.3*	*.0112*
Lawrence, Ohio	*570,594*	*22,385*	*22.7*	*32.0*	*16.9*	*6.1*	*.0203*
SUBURBAN TOTAL	2,083,849	21,433	24.1	32.3	15.6	5.4	.0798
PARKERSBURG - MARIETTA	**1,491,970**	**23,095**	**23.7**	**34.4**	**16.7**	**6.6**	**.0619**
Wood	902,111	23,376	23.2	33.6	17.0	7.3	.0379
● Parkersburg	377,253	19,857	26.3	31.1	12.8	5.8	.0193
Washington, Ohio	*589,859*	*22,732*	*24.5*	*35.3*	*16.3*	*5.7*	*.0240*
● *Marietta*	*150,581*	*19,264*	*28.5*	*30.4*	*11.7*	*5.9*	*.0085*
SUBURBAN TOTAL	964,136	25,160	21.6	36.5	19.4	7.2	.0341
STEUBENVILLE - WEIRTON	**1,461,525**	**24,083**	**21.7**	**34.2**	**18.5**	**6.0**	**.0557**
Brooke	262,107	24,234	22.6	37.7	17.1	4.5	.0096
Hancock	375,987	24,743	20.9	34.8	19.8	6.0	.0143
● Weirton	249,297	26,323	19.6	33.4	21.6	7.9	.0104
Jefferson, Ohio	*823,429*	*23,706*	*21.7*	*32.9*	*18.4*	*6.5*	*.0318*
● *Steubenville*	*237,411*	*20,667*	*22.3*	*27.0*	*16.4*	*8.0*	*.0114*
SUBURBAN TOTAL	974,815	24,346	22.1	36.2	18.3	5.1	.0339
WHEELING	**1,724,989**	**22,615**	**23.1**	**33.0**	**17.0**	**5.9**	**.0699**
Marshall	385,161	24,382	21.6	34.4	19.3	5.8	.0142
Ohio	567,645	20,813	24.7	30.2	14.9	6.8	.0234
● Wheeling	400,259	19,236	25.5	27.8	13.7	6.8	.0177
Belmont, Ohio	*772,183*	*23,054*	*22.7*	*34.3*	*17.5*	*5.4*	*.0323*
SUBURBAN TOTAL	1,324,730	23,597	22.4	34.5	18.1	5.7	.0522
OTHER COUNTIES							
Barbour	116,976	16,615	31.0	28.9	9.3	2.0	.0046
Berkeley	468,974	22,175	24.2	31.6	16.8	6.6	.0185
Boone	254,351	22,279	23.3	35.6	14.3	5.1	.0103
Braxton	102,345	15,760	28.9	26.9	8.9	3.0	.0050
Calhoun	58,866	14,509	31.7	25.4	7.4	2.2	.0023
Clay	69,836	14,650	29.8	26.2	6.1	1.7	.0029
Doddridge	45,588	14,416	34.3	23.5	7.0	1.6	.0018

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Fayette	410,822	16,564	32.6	28.7	9.5	2.4	.0176
Gilmer	52,640	13,935	32.0	25.3	4.4	2.7	.0022
Grant	79,802	18,538	28.3	28.7	12.5	4.7	.0031
Greenbrier	290,018	17,013	31.1	29.4	8.5	4.2	.0133
Hampshire	106,255	16,006	32.9	27.5	7.8	2.8	.0044
Hardy	69,365	16,583	31.6	30.1	7.4	2.0	.0031
Harrison	652,646	18,999	27.8	31.0	11.6	4.8	.0275
Jackson	210,766	21,467	21.3	35.1	14.5	4.0	.0083
Jefferson	286,931	21,842	27.7	33.9	15.2	5.9	.0103
Lewis	147,655	17,852	27.4	29.9	11.8	3.2	.0062
Lincoln	149,822	16,601	26.9	30.9	8.5	2.5	.0056
Logan	417,103	21,280	26.4	31.3	15.4	6.4	.0172
McDowell	321,426	17,193	30.8	28.9	10.4	3.4	.0129
Marion	570,862	20,142	27.0	31.5	14.2	4.7	.0249
Mason	190,806	17,331	30.0	31.3	8.4	2.3	.0078
Mercer	605,106	18,503	29.0	30.9	10.7	4.5	.0282
☐ Mineral	215,365	19,556	27.2	33.9	11.2	3.6	.0078
Mingo	246,324	16,373	27.5	28.1	9.7	3.3	.0119
Monongalia	720,232	19,879	26.7	26.7	14.6	8.4	.0281
Monroe	100,815	18,776	30.2	30.3	13.3	2.6	.0034
Morgan	91,896	17,991	28.4	31.3	10.1	3.6	.0033
Nicholas	258,512	21,949	25.5	30.0	17.5	6.9	.0100
Pendleton	49,477	14,165	37.3	24.9	5.3	.9	.0021
Pleasants	61,463	19,750	25.2	35.5	11.1	2.8	.0023
Pocahontas	67,099	15,217	32.0	26.2	7.2	1.9	.0032
Preston	230,598	17,756	28.2	31.2	9.3	3.7	.0093
Raleigh	769,363	20,896	27.1	33.0	13.8	5.5	.0330
Randolph	234,750	18,653	28.7	30.9	10.7	4.7	.0103
Ritchie	76,974	14,854	33.1	25.5	7.4	1.6	.0032
Roane	106,968	16,500	30.6	29.9	7.7	2.9	.0050
Summers	109,204	15,497	29.6	26.9	8.5	4.1	.0044
Taylor	138,942	19,756	27.4	30.7	13.4	5.3	.0050
Tucker	61,160	15,427	32.0	28.1	7.4	1.7	.0029
Tyler	113,088	25,548	22.2	26.7	24.6	8.7	.0035
Upshur	198,005	19,647	26.6	32.2	12.8	4.2	[illegible]
Webster	82,251	15,248	31.0	27.7	7.3	2.4	.0035
Wetzel	160,385	18,960	23.8	34.6	10.9	2.2	.0074
Wirt	37,512	17,730	26.9	34.5	9.2	1.8	.0013
Wyoming	275,069	21,651	23.4	35.5	14.3	4.0	.0109
TOTAL METRO COUNTIES	**6,904,651**	**22,981**	**23.3**	**32.2**	**16.9**	**7.5**	**.3810**
TOTAL STATE	**16,773,799**	**20,183**	**26.3**	**31.0**	**13.8**	**5.6**	**.6912**

WISCONSIN

WISC.
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
APPLETON - OSHKOSH - NEENAH	**298.4**	**.1252**	**30.1**	**13.3**	**17.1**	**17.5**	**24.1**	**108.1**	**1,458,178**	**270,310**	**135,123**	**215,393**	**72,526**	**285,257**	**31,541**
Calumet	32.8	.0138	29.1	11.5	16.4	17.5	22.8	11.0	101,976	22,211	10,049	18,127	2,837	23,411	2,991
Outagamie	132.3	.0555	29.4	12.6	17.2	17.5	22.8	46.8	703,587	124,904	58,512	129,549	42,488	155,726	11,302
● Appleton	62.3	.0261	30.5	13.4	18.0	17.2	24.6	23.7	346,338	74,010	30,495	75,826	29,719	41,936	7,083
Winnebago	133.3	.0559	31.1	14.4	17.2	17.5	25.7	50.3	652,615	123,195	66,562	67,717	27,201	106,120	17,248
● Neenah	22.5	.0094	31.0	11.6	17.1	18.4	24.7	8.6	118,794	27,593	9,352	3,967	4,024	21,704	6,472
● Oshkosh	50.0	.0210	30.6	19.5	16.6	14.7	28.0	19.6	368,481	60,829	38,640	50,773	13,518	52,395	8,228
SUBURBAN TOTAL	163.6	.0687	29.7	11.6	16.9	18.4	22.6	56.2	624,565	107,878	56,636	84,827	25,265	169,222	9,758
EAU CLAIRE	**136.9**	**.0574**	**29.6**	**15.6**	**16.6**	**15.8**	**25.2**	**48.7**	**757,883**	**121,557**	**64,477**	**98,185**	**32,202**	**189,345**	**15,995**
Chippewa	53.2	.0223	30.9	10.5	16.0	16.6	26.9	18.3	233,154	35,427	16,003	11,647	5,134	72,054	5,267
Eau Claire	83.7	.0351	28.8	18.9	17.1	15.3	24.2	30.4	524,729	86,130	48,474	86,538	27,068	117,291	10,728
● Eau Claire	54.6	.0229	27.9	23.9	16.9	13.3	24.8	20.4	482,931	78,473	42,399	86,273	24,176	99,646	10,359
SUBURBAN TOTAL	82.3	.0345	30.8	10.2	16.5	17.5	25.5	28.3	274,952	43,084	22,078	11,912	8,026	89,699	5,636
GREEN BAY	**182.0**	**.0764**	**29.1**	**13.2**	**18.4**	**17.4**	**21.8**	**66.6**	**1,009,362**	**146,523**	**102,572**	**210,211**	**54,518**	**202,270**	**16,827**
Brown	182.0	.0764	29.1	13.2	18.4	17.4	21.8	66.6	1,009,362	146,523	102,572	210,211	54,518	202,270	16,827
● Green Bay	90.3	.0379	30.3	14.1	18.7	15.6	25.5	36.5	607,555	74,713	65,763	129,287	38,092	96,998	12,665
SUBURBAN TOTAL	91.7	.0385	27.9	12.4	17.7	19.3	18.2	30.1	401,807	71,810	36,809	80,924	16,426	105,272	4,162
JANESVILLE - BELOIT	**139.5**	**.0585**	**30.8**	**11.9**	**16.8**	**18.5**	**24.4**	**51.5**	**718,649**	**146,997**	**66,529**	**122,234**	**24,708**	**118,488**	**22,802**
Rock	139.5	.0585	30.8	11.9	16.8	18.5	24.4	51.5	718,649	146,997	66,529	122,234	24,708	118,488	22,802
● Beloit	34.1	.0143	30.2	13.5	16.8	16.2	25.8	13.0	251,679	54,667	21,870	39,938	7,237	42,983	8,992
● Janesville	51.9	.0218	30.1	12.4	17.6	18.6	22.9	19.8	381,855	73,842	34,826	81,448	15,503	65,002	10,501
SUBURBAN TOTAL	53.5	.0224	31.9	10.5	15.8	19.9	25.2	18.7	85,115	18,488	9,833	848	1,968	10,503	3,309

Green Bay's outstanding reach & frequency

1-issue daily reach

70.6%

**(5-issue reach — 84.0%
5-issue frequency — 4.2x)**

1-issue Sunday reach

84.6%

**(5-issue reach — 95.6%
5-issue frequency — 4.4x)**

**Green Bay
Press-Gazette**

**Circulation more than
54,000 daily / 74,000 Sunday**

**Represented by
Gannett Media Sales**

Source: Survey of Green Bay SMA adults, 18+, by Bergo & Matousek Research, Nov. 1984.

WISC. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84

RETAIL SALES BY STORE GROUP 1984

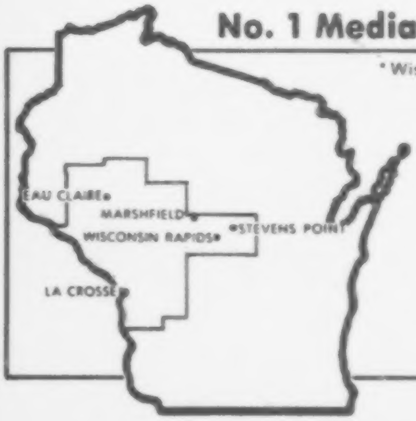
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
KENOSHA	**122.5**	**.0514**	**31.3**	**12.2**	**16.6**	**18.3**	**25.5**	**45.0**	**549,703**	**144,153**	**60,463**	**65,580**	**20,426**	**77,437**	**17,547**
Kenosha	122.5	.0514	31.3	12.2	16.6	18.3	25.5	45.0	549,703	144,153	60,463	65,560	20,426	77,437	17,547
• Kenosha	76.2	.0320	31.1	13.2	16.9	16.8	26.5	28.8	412,500	108,711	45,245	57,560	18,478	61,165	15,485
SUBURBAN TOTAL	46.3	.0194	31.6	10.7	16.3	20.7	23.7	16.2	137,203	35,442	15,218	8,020	1,948	16,272	2,062
LA CROSSE	**93.4**	**.0392**	**29.6**	**18.0**	**17.2**	**15.5**	**25.2**	**34.3**	**568,997**	**102,918**	**55,465**	**92,341**	**33,505**	**115,153**	**15,838**
La Crosse	93.4	.0392	29.6	18.0	17.2	15.5	25.2	34.3	568,997	102,918	55,465	92,341	33,505	115,153	15,838
• La Crosse	47.5	.0199	29.7	24.9	14.4	12.7	29.6	18.6	462,332	67,187	45,393	83,400	31,882	89,755	11,769
SUBURBAN TOTAL	45.9	.0193	29.5	10.9	19.9	18.5	20.6	15.7	106,665	35,731	10,072	8,941	1,623	25,398	4,069
MADISON	**334.7**	**.1404**	**29.1**	**17.6**	**22.2**	**17.2**	**19.8**	**131.9**	**2,161,418**	**345,772**	**230,999**	**255,666**	**220,099**	**441,150**	**52,860**
Dane	334.7	.1404	29.1	17.6	22.2	17.2	19.8	131.9	2,161,418	345,772	230,999	255,666	220,099	441,150	52,860
• Madison	171.0	.0718	28.6	22.6	22.8	15.3	20.2	70.5	1,277,445	194,716	160,485	222,987	67,083	223,232	37,344
SUBURBAN TOTAL	163.7	.0686	29.7	12.4	21.6	19.1	19.4	61.4	883,973	151,056	70,514	32,679	153,016	217,918	15,516
MILWAUKEE	**1,390.9**	**.5839**	**31.5**	**12.1**	**17.6**	**18.0**	**25.9**	**523.1**	**7,369,238**	**1,504,536**	**731,403**	**971,136**	**345,674**	**1,473,944**	**242,489**
Milwaukee	934.9	.3924	31.9	13.0	17.8	16.2	28.2	370.5	5,182,640	1,015,803	557,771	725,870	271,332	905,143	181,470
• Milwaukee	608.7	.2555	30.7	14.1	18.6	14.7	27.2	243.9	2,822,460	624,000	367,739	337,239	161,230	404,101	113,736
Wauwatosa	49.9	.0209	38.2	9.4	15.5	17.4	36.5	19.7	551,763	37,155	39,616	91,884	20,935	117,706	11,698
West Allis	64.3	.0270	34.8	12.4	16.7	15.6	34.1	27.1	448,201	75,046	42,760	47,728	34,431	118,477	12,165
Ozaukee	70.4	.0296	31.6	10.2	16.3	21.8	22.7	24.1	315,893	68,117	25,233	8,327	10,253	110,623	11,630
Washington	91.2	.0383	29.6	10.3	18.1	20.1	20.2	30.1	324,200	82,537	32,558	36,272	14,437	45,082	10,375
Waukesha	294.4	.1236	31.0	10.1	16.8	22.3	21.0	98.4	1,546,505	338,079	115,841	200,667	49,652	413,096	39,014
• Waukesha	52.4	.0220	28.7	14.2	20.6	17.6	19.4	19.4	378,854	68,782	25,453	47,315	8,947	131,853	9,139
SUBURBAN TOTAL	729.8	.3064	32.6	10.2	16.4	20.8	25.3	259.8	4,167,924	811,754	338,211	586,582	175,497	937,990	119,614
MILWAUKEE - RACINE CONSOLIDATED AREA	*1,564.1*	*.6566*	*31.4*	*12.0*	*17.4*	*18.1*	*25.8*	*585.5*	*8,165,619*	*1,685,831*	*804,287*	*1,077,560*	*381,121*	*1,623,514*	*268,324*
RACINE	**173.2**	**.0727**	**30.7**	**11.5**	**17.0**	**18.4**	**24.3**	**62.4**	**796,381**	**181,295**	**72,884**	**106,424**	**35,447**	**149,570**	**25,835**
Racine	173.2	.0727	30.7	11.5	17.0	18.4	24.3	62.4	796,381	181,295	72,884	106,424	35,447	149,570	25,835

MADISON SOLID NO.1 IN WISCONSIN

—outside Milwaukee

WISC. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
● Racine	82.8	.0347	30.7	12.3	17.6	15.6	26.8	32.2	474,135	122,870	39,065	89,130	23,218	46,631	23,667
SUBURBAN TOTAL	90.4	.0380	30.7	10.7	16.6	20.9	22.0	30.2	322,246	58,425	33,819	17,294	12,229	102,939	2,168
SHEBOYGAN	**101.4**	**.0426**	**32.2**	**11.2**	**16.2**	**17.1**	**28.3**	**37.0**	**428,336**	**94,449**	**39,339**	**69,913**	**14,571**	**83,671**	**14,084**
Sheboygan	101.4	.0426	32.2	11.2	16.2	17.1	28.3	37.0	428,336	94,449	39,339	69,913	14,571	83,671	14,084
● Sheboygan	47.2	.0198	33.4	11.7	15.9	15.6	31.8	18.6	290,217	64,710	26,309	57,616	10,238	53,024	11,507
SUBURBAN TOTAL	54.2	.0228	31.2	10.8	16.5	18.4	25.4	18.4	138,119	29,739	13,030	12,297	4,333	30,647	2,577
WAUSAU	**114.6**	**.0481**	**30.5**	**11.6**	**17.0**	**17.8**	**24.5**	**40.9**	**510,161**	**100,818**	**34,252**	**80,254**	**21,690**	**104,371**	**7,449**
Marathon	114.6	.0481	30.5	11.6	17.0	17.8	24.5	40.9	510,161	100,818	34,252	80,254	21,690	104,371	7,449
● Wausau	32.2	.0135	33.6	13.1	16.3	15.8	32.0	13.4	309,294	54,901	19,515	58,483	11,034	61,094	6,269
SUBURBAN TOTAL	82.4	.0346	29.3	11.0	17.3	18.5	21.6	27.5	200,867	45,917	14,737	21,771	10,656	43,277	1,180
OTHER COUNTIES															
Adams	14.3	.0060	37.2	9.0	15.0	17.4	35.4	5.4	23,371	7,398	2,202	1,855	684	4,972	582
Ashland	16.7	.0070	33.5	11.5	14.3	14.7	33.2	6.3	83,599	13,746	6,985	6,824	2,296	15,882	2,257
Barron	40.6	.0171	33.2	10.8	14.9	16.2	31.1	15.3	213,949	35,740	18,239	22,435	6,092	55,655	7,349
Bayfield	14.5	.0061	34.9	8.3	14.9	16.9	33.0	5.5	31,233	9,151	5,656	1,249	349	4,417	1,130
Buffalo	14.3	.0060	33.5	10.3	14.2	16.7	31.1	5.4	36,165	9,289	4,594	386	834	6,476	1,349
Burnett	13.7	.0057	37.8	8.1	13.1	16.6	36.6	5.2	42,636	8,986	4,420	2,007	906	10,270	644
Clark	34.3	.0144	32.6	9.4	13.8	16.1	30.6	11.9	81,602	22,390	6,570	4,397	2,526	20,135	3,098
Columbia	45.1	.0189	33.7	9.5	15.6	17.9	30.0	17.0	226,261	42,916	27,971	7,103	5,538	46,605	6,358
Crawford	16.8	.0071	32.7	9.2	14.8	16.0	30.6	6.0	63,827	15,962	6,465	4,837	2,026	18,973	1,526
Dodge	76.2	.0320	32.3	10.7	16.4	17.5	28.0	26.3	261,877	51,428	20,351	41,571	7,053	46,406	5,909
Door	26.7	.0112	33.4	10.9	15.9	15.6	31.8	10.3	127,659	29,779	19,814	9,346	3,984	20,161	2,328
☐ Douglas	43.3	.0182	32.1	12.6	16.5	15.8	29.5	16.6	197,005	37,729	28,602	18,280	4,401	27,440	5,437
● Superior	28.0	.0118	32.2	14.4	16.5	14.4	30.9	11.3	172,270	33,544	22,121	17,123	4,023	26,907	5,390
Dunn	35.5	.0149	27.5	22.1	15.5	14.3	24.0	11.9	121,651	27,712	12,788	12,274	2,786	24,419	4,176
Florence	4.3	.0018	35.5	8.5	13.1	17.0	33.6	1.5	6,601	1,449	1,712		57	1,905	234
Fond du Lac	89.7	.0377	31.1	11.9	16.4	16.9	26.8	31.3	418,625	97,200	35,997	56,758	19,145	89,758	13,917
Forest	9.5	.0040	33.3	10.4	13.0	15.9	31.9	3.4	15,300	5,467	1,378	776	414	920	419
Grant	52.0	.0218	29.4	15.7	14.5	15.3	26.5	17.7	194,519	46,803	17,495	10,658	7,431	46,611	4,995
Green	31.3	.0131	32.3	10.1	16.5	16.8	28.8	11.9	228,555	39,084	13,408	7,548	5,199	44,314	5,201
Green Lake	18.9	.0080	35.6	9.0	14.2	16.3	34.4	7.2	109,423	22,067	9,188	21,414	2,636	19,697	1,826
Iowa	20.3	.0085	31.3	10.6	15.8	15.8	28.3	7.4	216,576	20,450	8,002	2,254	4,152	26,568	4,692
Iron	6.5	.0027	40.0	9.0	13.1	15.2	40.1	2.7	43,580	12,190	3,872	2,165	723	5,158	291
Jackson	17.0	.0071	33.9	9.5	14.7	16.8	31.7	6.3	88,610	22,173	7,765	1,136	1,091	18,876	1,684
Jefferson	67.4	.0283	31.3	13.3	16.1	17.6	26.4	23.8	246,793	58,456	27,831	35,431	9,431	31,307	6,807
Juneau	21.8	.0092	34.5	9.1	13.7	16.7	32.6	8.4	89,132	14,865	8,553	3,184	1,591	19,678	2,392
Kewaunee	19.7	.0083	31.3	11.0	15.0	15.6	28.9	6.8	57,841	14,698	5,720	1,017	3,448	14,440	1,145
Lafayette	17.2	.0072	31.5	11.0	14.3	16.2	28.8	6.2	34,800	7,189	3,269	488	1,188	7,499	863
Langlade	19.8	.0083	34.1	9.5	13.6	15.8	32.9	7.4	130,428	27,130	8,836	10,384	1,472	31,004	3,343
Lincoln	28.0	.0117	33.7	9.9	13.8	17.7	30.6	10.4	96,268	33,112	10,166	4,993	2,945	8,945	3,872
Manitowoc	82.8	.0348	32.1	11.0	15.8	16.7	28.8	29.8	321,311	63,001	27,767	61,424	12,241	59,904	8,474
Marinette	40.4	.0169	34.1	9.8	14.3	16.7	32.0	15.3	189,423	41,722	16,199	21,535	5,765	34,296	6,324
Marquette	12.9	.0054	38.0	8.3	13.1	16.3	37.1	5.2	24,688	6,783	4,728	433	589	4,960	634
Menominee	3.5	.0015	22.4	12.3	13.3	15.1	17.0	.8	3,327	1,849	255	739			
Monroe	36.3	.0152	32.9	9.6	15.3	17.0	29.8	12.8	153,781	33,739	19,495	12,294	3,644	25,338	4,804
Oconto	30.5	.0128	33.2	9.5	14.4	16.9	30.6	11.2	74,262	17,345	7,283	2,055	1,533	15,973	1,729
Oneida	32.9	.0138	35.1	9.6	14.9	18.4	31.7	12.8	197,541	43,950	20,676	19,424	5,655	42,701	3,645
Pepin	7.5	.0031	32.4	10.5	14.2	15.2	31.1	2.8	24,072	4,173	3,049	400	1,025	5,547	1,159
Pierce	32.5	.0137	27.7	18.2	16.6	15.8	22.1	10.9	108,288	23,140	15,922	193	4,125	22,814	5,755
Polk	34.3	.0144	33.1	9.3	15.6	16.5	30.6	12.8	120,501	27,707	14,197	2,916	3,424	21,794	5,008
Portage	60.1	.0252	27.3	19.5	17.0	15.4	21.5	20.2	282,237	50,129	29,408	27,896	10,791	46,800	6,199
Price	16.3	.0068	35.2	8.3	13.6	16.2	34.0	6.2	62,421	19,403	4,340	1,959	1,852	11,517	2,212
Richland	17.5	.0074	33.5	10.4	15.1	15.4	32.3	6.5	72,316	17,813	4,471	2,978	2,072	18,870	2,288
Rusk	16.2	.0068	32.7	10.3	14.2	15.1	31.6	5.8	50,236	11,414	2,395	2,554	1,044	5,515	1,783
☐ St. Croix	46.5	.0195	29.8	11.2	17.6	18.5	22.3	15.7	177,272	30,903	17,099	14,749	3,333	46,653	5,767
Sauk	44.6	.0187	33.3	9.8	15.5	17.0	30.4	16.9	207,190	69,552	24,290	10,886	6,216	26,452	7,643
Sawyer	14.2	.0060	36.7	8.2	13.3	16.9	35.0	5.2	63,172	16,210	5,548	1,205	1,322	8,300	2,210



No. 1 Media* In 13 Counties of Central/Western Wisconsin

*Wisconsin Newspaper Association Survey. Copies available on request.

largest circulation buy outside Milwaukee!

One Order — One Bill

Delivers over 250,000 readers ... at a 6% saving under individual line rates. 113,942 combined evening circulation.

THE WISCONSIN NEWSPAPER GROUP

Eau Claire/LaCrosse/Marshfield/Stevens Point/Wisconsin Rapids
Represented by Branham Newspaper Sales, Inc.

Whose Income Is not Included in 'Total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

WISC. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84 | RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Shawano	37.5	.0157	34.4	9.2	13.4	16.8	32.5	13.6	122,645	29,807	11,000	10,951	3,516	25,565	4,530
Taylor	18.8	.0079	30.8	11.2	14.3	15.6	28.4	6.4	49,096	8,301	3,198	2,318	2,433	15,034	1,533
Trempealeau	26.7	.0112	33.8	9.2	14.8	16.4	31.8	9.7	100,492	20,569	8,840	2,435	2,829	29,614	1,418
Vernon	26.3	.0110	35.6	8.8	14.3	16.6	34.1	9.8	73,551	23,607	6,868	1,135	4,145	9,559	2,841
Vilas	18.3	.0077	40.0	7.4	13.0	17.4	38.9	7.3	88,690	29,084	10,048	2,709	1,615	13,220	2,403
Walworth	73.3	.0308	31.4	14.6	15.6	17.3	27.1	27.0	355,310	79,354	51,466	14,589	6,566	76,877	9,445
Washburn	14.2	.0059	35.6	8.3	14.2	16.6	34.2	5.5	59,576	18,551	6,840	1,502	1,528	10,636	3,147
Waupaca	44.1	.0185	34.4	9.5	14.7	16.3	32.8	16.1	183,561	40,632	18,589	19,733	6,582	45,438	4,220
Waushara	20.0	.0084	36.6	8.6	14.0	16.7	35.2	7.9	66,539	12,572	3,566	3,077	851	16,173	863
Wood	77.2	.0324	30.9	11.6	16.2	17.2	26.1	28.2	499,716	84,209	34,944	80,411	16,889	111,314	8,100
TOTAL METRO COUNTIES	**3,177.3**	**1.3335**	**30.7**	**13.1**	**17.7**	**17.7**	**24.7**	**1,181.8**	**16,702,583**	**3,227,960**	**1,639,207**	**2,320,366**	**883,100**	**3,314,749**	**474,471**
TOTAL STATE	**4,788.3**	**2.0096**	**31.2**	**12.5**	**16.9**	**17.3**	**26.3**	**1,767.4**	**23,547,406**	**4,719,406**	**2,293,836**	**2,900,607**	**1,087,349**	**4,660,011**	**641,225**

WISC.
S&MM ESTIMATES

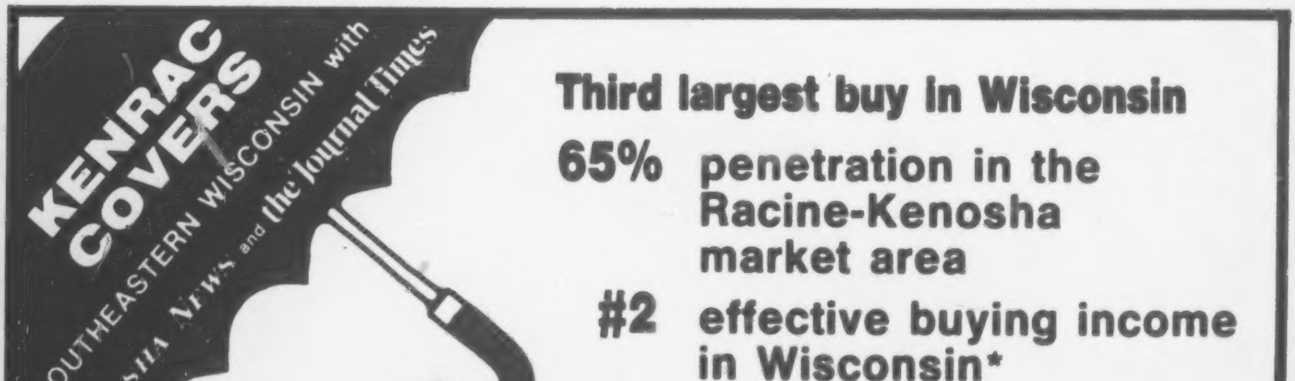
EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
APPLETON - OSHKOSH - NEENAH	**3,229,443**	**27,813**	**20.2**	**35.6**	**22.3**	**10.1**	**.1212**
Calumet	337,400	29,107	18.9	36.8	23.6	10.7	.0116
Outagamie	1,441,663	28,889	18.2	36.3	23.3	11.0	.0553
• Appleton	732,243	28,487	19.1	35.5	23.0	10.9	.0275
Winnebago	1,450,380	26,441	22.2	34.6	21.1	9.3	.0543
• Neenah	266,888	28,871	18.3	35.9	22.9	12.2	.0098
• Oshkosh	512,168	22,423	27.7	32.7	16.3	6.9	.0227
SUBURBAN TOTAL	1,718,144	29,069	18.3	36.6	24.1	10.6	.0612
EAU CLAIRE	**1,276,255**	**22,917**	**26.2**	**32.9**	**17.2**	**7.1**	**.0538**
Chippewa	487,924	23,783	25.0	33.7	17.7	7.7	.0193
Eau Claire	788,331	22,382	27.0	32.2	16.9	6.8	.0345
• Eau Claire	515,815	21,259	28.6	31.4	15.7	6.1	.0258
SUBURBAN TOTAL	760,440	24,042	24.5	33.9	18.3	7.9	.0280
GREEN BAY	**1,937,341**	**27,253**	**20.2**	**35.6**	**21.4**	**9.5**	**.0762**
Brown	1,937,341	27,253	20.2	35.6	21.4	9.5	.0762
• Green Bay	951,087	24,108	23.5	35.6	17.0	7.0	.0401
SUBURBAN TOTAL	985,754	30,970	16.1	35.5	26.7	12.5	.0361

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
JANESVILLE - BELOIT	**1,508,519**	**28,041**	**19.4**	**34.2**	**22.6**	**10.0**	**.0576**
Rock	1,508,519	28,041	19.4	34.2	22.6	10.0	.0576
• Beloit	348,698	24,892	21.6	32.0	20.2	7.9	.0155
• Janesville	586,106	28,700	18.9	35.9	22.7	10.1	.0246
SUBURBAN TOTAL	573,715	29,258	18.5	33.9	24.1	11.4	.0175
KENOSHA	**1,472,088**	**31,028**	**17.4**	**29.8**	**25.5**	**16.1**	**.0514**
Kenosha	1,472,088	31,028	17.4	29.8	25.5	16.1	.0514
• Kenosha	899,095	29,380	18.8	30.6	24.1	13.9	.0334
SUBURBAN TOTAL	572,993	34,000	15.1	28.2	27.9	19.9	.0180
LA CROSSE	**1,018,262**	**25,991**	**22.2**	**32.2**	**20.7**	**10.7**	**.0407**
La Crosse	1,018,262	25,991	22.2	32.2	20.7	10.7	.0407
• La Crosse	504,022	22,269	26.2	29.4	17.2	8.7	.0245
SUBURBAN TOTAL	514,240	29,903	17.6	35.5	24.8	13.1	.0162
MADISON	**4,006,156**	**27,330**	**21.2**	**31.7**	**21.8**	**12.3**	**.1558**
Dane	4,006,156	27,330	21.2	31.7	21.8	12.3	.1558
• Madison	2,047,966	24,887	23.2	29.7	18.9	11.9	.0837
SUBURBAN TOTAL	1,958,190	29,703	18.8	33.7	25.1	12.9	.0721


KENRAC COVERS
SOUTHEASTERN WISCONSIN with
KENOSHA NEWS and the Journal Times

Third largest buy in Wisconsin

65% penetration in the Racine-Kenosha market area

#2 effective buying income in Wisconsin*

Represented nationally by Branham Newspaper Sales, Inc.
*Avg. per HH total. Source: Survey of Buying Power 1983

WISC. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
MILWAUKEE	**16,390,853**	**29,020**	**19.0**	**31.0**	**23.8**	**13.5**	**.6056**
Milwaukee	10,653,636	26,168	21.6	31.7	21.0	10.5	.4053
• Milwaukee	6,320,525	23,413	23.9	32.0	18.6	7.2	.2391
Wauwatosa	710,905	33,210	16.9	29.5	26.5	19.6	.0308
West Allis	770,762	26,870	21.3	36.0	21.6	8.9	.0307
Ozaukee	956,649	37,203	12.4	26.8	29.5	25.3	.0318
Washington	965,434	31,016	15.4	35.9	27.4	12.0	.0339
Waukesha	3,815,134	36,780	12.0	27.8	31.7	22.6	.1346
• Waukesha	618,018	30,797	17.2	33.8	27.4	12.1	.0252
SUBURBAN TOTAL	9,452,310	34,047	14.4	30.2	28.3	19.5	.3413
MILWAUKEE - RACINE CONSOLIDATED AREA	***18,314,214***	***29,066***	***18.8***	***31.2***	***23.9***	***13.4***	***.6759***
RACINE	**1,923,361**	**29,420**	**17.7**	**32.8**	**25.0**	**12.0**	**.0703**
Racine	1,923,361	29,420	17.7	32.8	25.0	12.0	.0703
• Racine	888,944	26,039	21.1	32.7	22.0	8.4	.0352
SUBURBAN TOTAL	1,034,417	32,681	14.3	32.6	28.3	15.9	.0351
SHEBOYGAN	**1,113,257**	**28,217**	**20.1**	**34.6**	**23.4**	**10.1**	**.0400**
Sheboygan	1,113,257	28,217	20.1	34.6	23.4	10.1	.0400
• Sheboygan	520,965	26,032	22.4	34.0	20.5	8.4	.0208
SUBURBAN TOTAL	592,292	30,300	17.9	35.0	26.3	11.9	.0192
WAUSAU	**1,109,803**	**25,323**	**21.8**	**36.0**	**19.0**	**7.6**	**.0430**
Marathon	1,109,803	25,323	21.8	36.0	19.0	7.6	.0430
• Wausau	347,135	22,955	23.5	31.9	17.2	7.2	.0166
SUBURBAN TOTAL	762,668	26,280	21.0	38.2	19.8	7.7	.0264
OTHER COUNTIES							
Adams	122,131	19,587	29.6	31.5	12.9	4.5	.0041
Ashland	132,924	18,111	32.2	30.4	10.8	3.2	.0059
Barron	330,031	19,019	30.3	32.4	10.9	4.0	.0148
Bayfield	114,303	17,987	31.4	29.5	12.1	2.9	.0041
Buffalo	130,155	20,617	28.7	31.3	13.1	7.2	.0047
Burnett	105,500	17,389	32.7	30.2	8.8	3.2	.0042
Clark	252,296	18,205	29.9	30.6	9.9	4.6	.0097
Columbia	416,822	22,709	25.2	36.4	15.9	5.1	.0170
Crawford	130,355	17,982	31.5	30.3	9.6	4.7	.0055
Dodge	759,345	26,584	21.4	35.5	20.9	9.3	.0272
Door	270,197	23,308	25.7	36.4	14.6	7.7	.0105
☐ Douglas	431,573	23,549	24.2	31.2	18.6	7.6	.0165
• Superior	292,678	22,684	25.1	29.2	18.1	8.1	.0120
Dunn	262,370	18,135	31.9	31.0	9.4	4.2	.0109
Florence	32,171	18,333	27.8	29.7	12.1	4.5	.0012
Fond du Lac	857,176	25,455	22.8	37.6	19.4	6.8	.0338
Forest	69,851	17,845	35.0	30.6	8.8	2.8	.0024
Grant	426,831	20,815	26.7	33.2	13.4	5.6	.0172
Green	324,193	24,160	23.9	34.2	17.3	3.8	.0142
Green Lake	172,252	21,243	28.6	34.4	13.9	5.2	.0076
Iowa	155,476	18,304	32.5	32.7	7.8	4.3	.0097
Iron	42,106	13,274	37.6	23.2	2.9	1.3	.0023
Jackson	135,973	18,815	28.8	32.2	10.7	3.9	.0061
Jefferson	672,845	25,962	21.2	36.2	20.2	8.2	.0244
Juneau	179,893	18,400	31.6	30.8	10.5	4.1	.0075
Kewaunee	172,837	22,865	25.5	34.4	15.3	7.4	.0065
Lafayette	142,715	20,808	27.4	34.0	13.0	5.3	.0050
Langlade	168,084	19,613	29.2	31.1	12.4	5.4	.0080
Lincoln	244,753	20,686	28.8	34.6	12.3	4.9	.0093
Manitowoc	801,790	25,020	23.0	37.0	18.2	7.2	.0299
Marinette	337,341	20,005	27.6	34.7	11.7	3.6	.0143
Marquette	103,839	17,469	31.8	31.4	7.6	3.5	.0037
Menominee	17,809	20,696	34.8	35.0	15.5	1.5	.0006
Monroe	332,205	22,596	25.8	33.9	15.3	7.2	.0129
Oconto	256,163	20,294	28.8	32.3	13.8	4.6	.0093
Oneida	291,400	20,417	30.3	35.1	12.0	4.1	.0131
Pepin	67,417	21,361	26.1	33.8	14.5	5.4	.0024
Pierce	310,541	25,173	22.9	34.3	18.1	9.7	.0112
Polk	296,236	20,580	28.0	32.9	13.3	5.3	.0115
Portage	581,626	25,716	22.2	32.4	20.4	9.7	.0230
Price	145,099	20,275	26.7	30.4	14.8	5.5	.0055
Richland	150,270	20,215	28.3	33.6	11.3	5.7	.0060
Rusk	111,478	16,290	35.8	28.5	6.9	2.4	.0048
☐ St. Croix	493,138	29,696	18.1	31.2	24.7	13.3	.0175
Sauk	430,808	22,526	26.0	35.8	14.8	6.2	.0169
Sawyer	107,006	17,392	31.5	29.1	10.1	3.7	.0048
Shawano	300,506	19,264	29.6	31.9	11.6	4.4	.0118
Taylor	151,085	20,369	29.4	32.4	12.5	6.0	.0056
Trempealeau	203,843	18,474	31.4	32.2	9.5	3.5	.0086
Vernon	224,066	19,248	28.3	29.4	12.8	5.8	.0082
Vilas	165,168	19,403	31.9	32.3	10.9	5.1	.0069
Walworth	613,847	20,453	28.7	36.5	11.2	3.6	.0262
Washburn	105,460	16,635	35.1	28.4	8.2	2.1	.0046
Waupaca	386,806	21,545	25.8	35.1	13.7	5.3	.0154
Waushara	165,272	17,858	31.6	31.0	9.3	3.7	.0065
Wood	799,477	26,229	21.7	33.1	21.0	9.5	.0336
TOTAL METRO COUNTIES	**35,910,049**	**28,078**	**19.8**	**32.4**	**22.8**	**12.0**	**1.3496**
TOTAL STATE	**50,190,192**	**25,695**	**22.2**	**32.8**	**20.0**	**10.0**	**1.9207**

WYOMING

WYO.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/84								RETAIL SALES BY STORE GROUP 1984						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CASPER	**76.2**	**.0319**	**28.7**	**13.9**	**21.3**	**18.0**	**18.6**	**28.5**	**547,036**	**117,241**	**45,454**	**51,211**	**31,441**	**130,402**	**23,070**
Natrona	76.2	.0319	28.7	13.9	21.3	18.0	18.6	28.5	547,036	117,241	45,454	51,211	31,441	130,402	23,070
• Casper	50.9	.0214	29.5	13.9	21.0	18.1	20.4	19.5	503,227	106,228	37,685	49,919	30,987	126,636	22,783
SUBURBAN TOTAL	25.3	.0105	27.2	13.7	21.7	18.1	15.1	9.0	43,809	11,013	7,769	1,292	454	3,766	287
CHEYENNE	**72.8**	**.0305**	**29.7**	**13.5**	**19.1**	**18.4**	**21.4**	**27.9**	**507,560**	**79,318**	**45,613**	**57,676**	**32,030**	**93,144**	**18,550**
Laramie	72.8	.0305	29.7	13.5	19.1	18.4	21.4	27.9	507,560	79,318	45,613	57,676	32,030	93,144	18,550
• Cheyenne	51.3	.0215	30.9	12.4	18.8	18.3	24.1	20.5	447,397	66,005	42,700	53,626	30,955	86,839	18,379
SUBURBAN TOTAL	21.5	.0090	26.7	16.1	19.5	18.8	15.0	7.4	60,163	13,313	2,913	4,050	1,075	6,305	171
OTHER COUNTIES															
Albany	29.2	.0123	25.8	26.5	20.5	14.6	16.5	11.4	211,951	43,973	27,642	5,663	11,081	34,231	10,940
Big Horn	12.2	.0051	31.7	9.4	14.6	16.9	28.2	4.4	38,501	12,743	3,943	1,767	2,288	4,965	1,444
Campbell	34.9	.0146	25.5	16.0	24.5	17.2	9.6	11.9	258,615	63,251	22,949	16,082	14,128	41,461	14,680
Carbon	22.1	.0093	28.1	13.2	21.4	17.6	17.6	7.5	122,706	29,389	8,376	6,268	2,530	15,775	6,221
Converse	15.8	.0066	26.6	13.2	21.0	18.0	14.3	5.3	73,671	19,134	7,858	1,953	2,403	14,074	2,250
Crook	5.7	.0024	30.2	10.5	16.1	19.1	22.9	2.1	17,078	3,818	2,523	307	97	513	486
Fremont	39.4	.0166	28.4	12.3	19.1	18.8	18.5	13.3	215,606	48,924	17,916	15,925	8,056	41,729	10,586
Goshen	12.1	.0050	33.2	11.0	14.9	17.3	30.0	4.7	61,963	16,967	5,480	5,051	711	6,572	3,263
Hot Springs	5.8	.0025	33.7	10.2	15.5	16.4	31.6	2.1	41,084	15,666	3,355	954	767	5,114	1,817
Johnson	6.7	.0028	32.7	8.8	17.3	18.2	27.8	2.5	53,548	9,125	5,877	1,515	1,167	7,199	1,275
Lincoln	13.6	.0058	27.1	9.7	17.9	15.7	20.1	4.5	81,955	18,957	10,042	1,381	940	18,970	2,973
Niobrara	2.9	.0012	37.1	9.2	13.5	18.3	34.2	1.2	23,207	3,946	2,901	306	455	4,493	250
Park	23.5	.0099	31.1	11.9	17.2	19.1	24.2	8.8	171,361	41,898	12,722	22,745	5,470	30,975	4,716
Platte	12.3	.0052	30.0	10.9	19.9	18.6	21.5	4.9	41,700	12,679	3,706	2,699	[illegible]	7,330	559
Sheridan	27.8	.0116	31.5	10.4	19.3	17.2	26.0	10.6	171,830	31,099	15,131	12,479	[illegible]	33,747	10,565

WYO. (cont.)
S&MM ESTIMATES

POPULATION—12/31/84 · RETAIL SALES BY STORE GROUP 1984

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Sublette	4.8	.0021	30.2	9.3	19.1	20.2	20.7	1.6	28,808	12,274	2,522	734	1,073	805	739
Sweetwater	47.2	.0198	26.7	13.7	22.5	17.2	14.2	16.5	278,180	67,440	23,039	27,512	10,879	42,585	8,927
Teton	11.0	.0046	29.9	13.7	28.7	20.9	14.4	4.7	140,909	23,423	20,664	5,731	6,626	8,745	5,295
Uinta	22.1	.0093	26.0	13.5	21.1	15.2	15.9	7.0	225,083	48,419	31,907	5,904	3,189	24,787	3,532
Washakie	9.9	.0041	29.8	10.4	17.3	18.1	22.9	3.5	66,027	12,238	3,296	5,716	3,166	22,235	1,476
Weston	7.6	.0032	29.8	11.6	17.6	18.3	22.6	2.9	51,454	13,480	3,255	1,521	615	11,726	1,980
TOTAL METRO COUNTIES	**149.0**	**.0624**	**29.2**	**13.7**	**20.1**	**18.3**	**20.0**	**56.4**	**1,054,596**	**196,559**	**91,067**	**108,887**	**63,471**	**223,546**	**41,620**
TOTAL STATE	**515.6**	**.2164**	**28.5**	**13.5**	**20.1**	**17.8**	**19.2**	**187.8**	**3,429,833**	**745,402**	**326,171**	**251,188**	**149,753**	**601,177**	**135,594**

WYO.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CASPER	**959,721**	**31,355**	**16.1**	**31.6**	**25.2**	**16.4**	**.0377**
Natrona	959,721	31,355	16.1	31.6	25.2	16.4	.0377
• Casper	661,993	31,641	16.7	29.0	25.7	17.2	.0288
SUBURBAN TOTAL	297,728	30,866	14.9	36.9	24.3	14.8	.0089
CHEYENNE	**806,650**	**25,168**	**23.8**	**30.0**	**19.7**	**11.6**	**.0335**
Laramie	806,650	25,168	23.8	30.0	19.7	11.6	.0335
• Cheyenne	586,768	25,330	23.0	29.9	19.8	11.6	.0261
SUBURBAN TOTAL	219,882	24,755	26.4	30.1	19.4	11.6	.0074
OTHER COUNTIES							
Albany	304,590	22,157	24.2	28.2	16.4	9.7	.0133
Big Horn	111,900	22,447	24.7	32.4	15.0	8.1	.0040
Campbell	483,258	39,277	10.5	25.3	32.0	26.9	.0183
Carbon	231,514	29,348	16.9	32.8	24.5	12.4	.0093
Converse	164,859	30,014	15.1	37.5	25.0	11.9	.0062
Crook	53,138	22,276	28.4	34.4	14.1	7.9	.0019
Fremont	342,482	24,635	23.5	38.6	17.1	6.0	.0150

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1984

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Goshen	104,202	18,802	28.6	30.1	10.9	6.0	.0044
Hot Springs	61,841	26,660	19.7	29.4	20.6	12.8	.0026
Johnson	61,904	20,034	27.2	29.8	11.6	8.7	.0031
Lincoln	134,324	27,717	21.6	31.8	21.0	12.8	.0056
Niobrara	25,499	17,500	27.1	28.1	10.3	5.2	.0012
Park	252,105	25,888	23.3	32.4	18.8	10.9	.0109
Platte	106,534	21,229	25.2	40.8	10.1	2.8	.0040
Sheridan	325,191	27,856	20.8	28.2	23.7	12.7	.0127
Sublette	45,164	25,447	22.6	33.3	19.1	10.6	.0019
Sweetwater	608,734	35,622	12.6	28.3	30.7	20.9	.0222
Teton	138,171	25,593	21.9	37.2	16.3	11.9	.0069
Uinta	258,907	36,117	12.7	26.1	34.3	18.6	.0121
Washakie	104,446	27,386	21.9	33.2	20.8	12.6	.0044
Weston	93,662	32,045	17.0	28.9	29.2	13.2	.0036
TOTAL METRO COUNTIES	**1,766,371**	**28,578**	**19.9**	**30.8**	**22.5**	**14.0**	**.0712**
TOTAL STATE	**5,778,796**	**28,191**	**19.7**	**31.1**	**22.3**	**13.5**	**.2348**

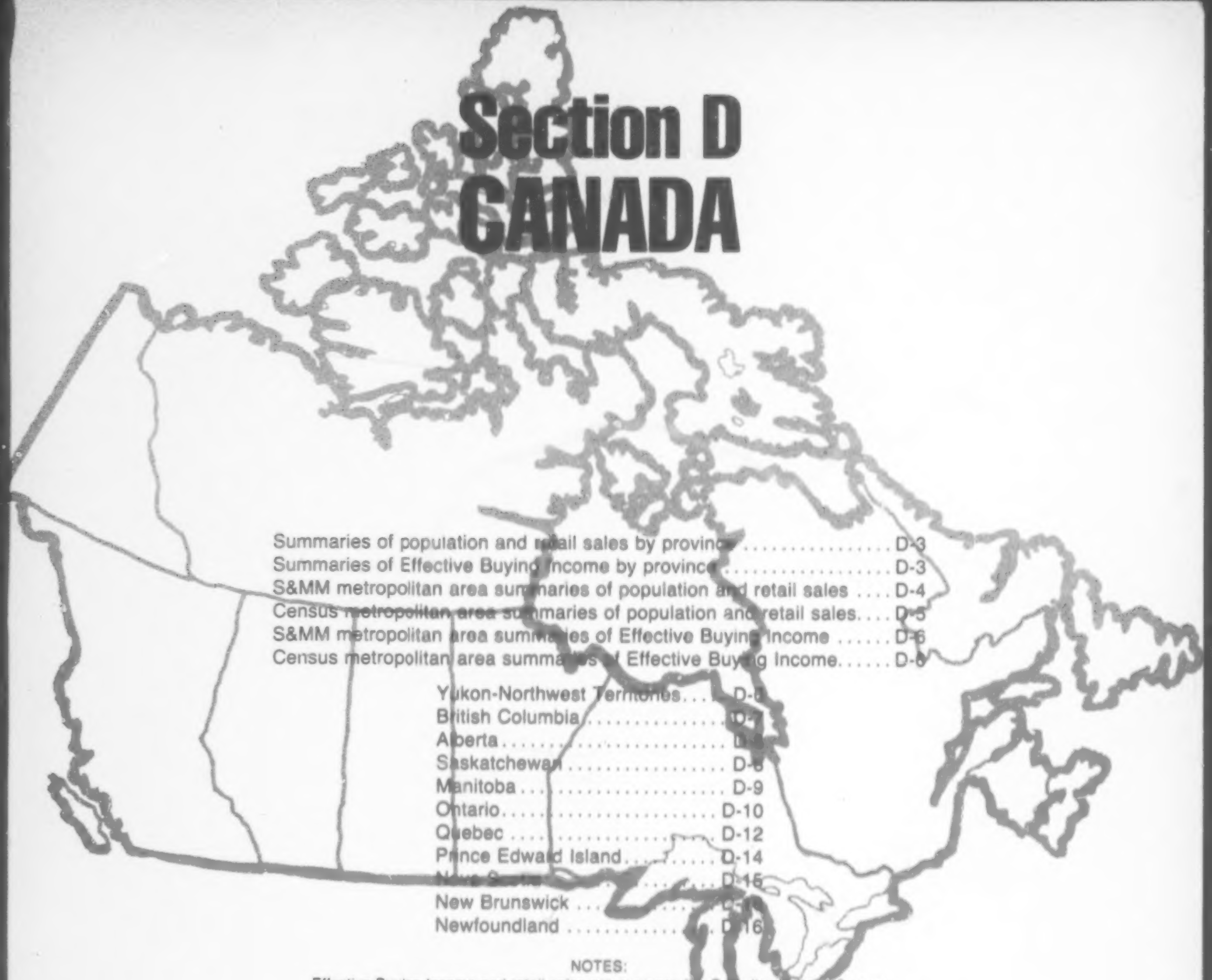
Coming In September

Don't miss Sales & Marketing Management's Special Section on Sales Incentives in the September 9 issue: **Ads close August 19.**

For information call: 212/986-4800

TURN TO
LANDON
FOR RESULTS
(See page B-26)

When you ask Landon . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)



Section D
CANADA

Summaries of population and retail sales by province D-3
Summaries of Effective Buying Income by province D-3
S&MM metropolitan area summaries of population and retail sales D-4
Census metropolitan area summaries of population and retail sales.... D-5
S&MM metropolitan area summaries of Effective Buying Income D-6
Census metropolitan area summaries of Effective Buying Income...... D-6

Yukon-Northwest Territories.... D-6
British Columbia.............. D-7
Alberta...................... D-8
Saskatchewan D-8
Manitoba D-9
Ontario...................... D-10
Quebec D-12
Prince Edward Island.......... D-14
Nova Scotia D-15
New Brunswick D-15
Newfoundland D-16

NOTES:

Effective Buying Income and retail sales are expressed in Canadian dollars. Census Metropolitan Areas are defined by Statistics Canada on an urban population basis.

S&MM's Canadian metropolitan county areas and their code numbers

501.ΔBrantford, ON—Brant Co.
502. Calgary, AB—Div. 6
Cambridge, ON—
(See Kitchener-Cambridge)
503. Chicoutimi-Jonquière, PQ—Chicoutimi Co.
Dartmouth, NS
(see Halifax-Dartmouth)
504. Edmonton, AB—Div. 11
Glace Bay, NS (See Sydney-Glace Bay)
505.ΔGuelph, ON—Wellington Co.
506. Halifax-Dartmouth, NS—Halifax Co.
507. Hamilton, ON—Hamilton-Wentworth Reg. Mun.
Jonquière, PQ
(see Chicoutimi-Jonquière)
508.ΔKamloops, BC—Thompson-Nicola Reg. Dist.
509.ΔKelowna, BC—Central Okanagan Reg. Dist.
510.ΔKingston, ON—Frontenac Co.
511. Kitchener-Cambridge, ON—Waterloo Reg. Mun.
512. London, ON—Middlesex Co.
513.ΔMoncton, NB—Albert, Westmorland* cos.
514. Montreal, PQ—Chambly, Châteauguay, Deux-Montagnes, Ilede-Montreal*, Ile-Jésus, Laprairie, L'Assomption, Terrebonne, Vaudreuil cos.
Niagara Falls, ON
(See St. Catharines-Niagara)
515.ΔNorth Bay, ON—Nipissing Terr. Dist.
516. Oshawa, ON—Durham Reg. Mun.
517. Ottawa, ON—Ontario Portion—Ottawa-Carleton Reg. Mun*, Russell Co.
Quebec Portion—Gatineau, Hull cos.
518.ΔPeterborough, ON—Peterborough Co.
519.ΔPrince George, BC—Fraser-Fort George Reg. Dist.
520. Quebec, PQ—Lévis, Montmorency 1, Montmorency 2, Quebec* cos.
521. Regina, SK—Div. 6
522. St. Catharines-Niagara, ON—Niagara Reg. Mun.
523. St. John, NB—Kings, St. John* cos.
524. St. John's, NF—Div. 1
525.ΔSarnia, ON—Lambton Co.
526. Saskatoon, SK—Div. 11
527.ΔSault Ste. Marie, ON—Algoma Terr. Dist.
Shawinigan, PQ (See Trois Rivières-Shawinigan)
528.ΔSherbrooke, PQ—Sherbrooke Co.
529. Sudbury, ON—Sudbury Reg. Mun.
530.ΔSydney-Glace Bay, NS—Cape Breton Co.
531. Thunder Bay, ON—Thunder Bay Terr. Dist.
532. Toronto, ON—Toronto Metro. Mun.*; Halton, Peel, York reg. muns.
533. Trois Rivières-Shawinigan, PQ—Champlain, St.-Maurice* cos.
534. Vancouver, BC—Greater Vancouver Reg. Dist.
535. Victoria, BC—Capitol Reg. Dist.
536. Windsor, ON—Essex Co.
537. Winnipeg, MB—Div. 11

A potential metro area as defined by S&MM. *The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. The central city of a one-county market will be located in that county.

Canada's back in business

With a new government and a new entrepreneurial spirit sweeping the nation, Canada is, in the words of Prime Minister Brian Mulroney, "open for business again." The guardedness that characterized both the political and economic climate for the past decade has been pushed aside in favor of a new openness toward foreign investors. The hope is that such a policy will stimulate what has been an otherwise sluggish recovery from the hard times that hit Canadians in the early 1980s.

Some very sobering lessons were learned by businesses that had been floating along on a comfortable cushion of insulated prosperity, as the recession upped unemployment to record levels and caused a mass exodus of job-seekers to the Western provinces. It is a time that most Canadians would like to forget, and has turned out to be, as one observer has put it, "a major turning point in Canada's history that has had, and will continue to have, a major impact on how business enterprises are managed."

Looking South

At this point, the U.S. is still the largest single foreign investor in Canada, with a total of about $45 billion (U.S. dollars) currently invested. For their part, the Canadians have recently begun a massive effort to crack some U.S. markets and offset this lopsided balance. Banking, utilities, beer, real estate, farming, communications, and a number of other areas have been targeted to spread Canadian business influence to its Southern neighbor. Also, in an effort to increase investments from overseas, restrictive policies governing the approval of such investments have been altered in the hope that an easier bureaucratic process will encourage large-scale gains in this area.

In terms of economic growth, The Conference Board of Canada recently released figures forecasting what's in store for the individual provinces in 1985. Peter Gusen, the Board's Director of Provincial Forecasting and Analysis, provides this overview: "The 1985 picture is far brighter than that of 1982, when 9 out of 10 provinces suffered output declines," he says. "It is also far more balanced than that of 1983, when provincial growth rates spanned a range from +6 to −4 percent. It is not, however, as buoyant as 1984, when six provinces enjoyed expansion in excess of 3%. This year," he says, "none will." The Board's analysis of the individual provinces is outlined below.

—Newfoundland—

1984's second consecutive year of recovery in the iron-ore mining business should sustain itself. However, government restraint will limit increases in health care, education, and other public services. Nevertheless, Newfoundland's economy will continue to expand, with a 2.1% growth rate forecast for 1985. One source of strength: the recovery of the province's fisheries.

—Prince Edward Island—

Because of its dependence on volatile industries, such as agriculture and fishing, PEI has a history of wide year-to-year fluctuations in its economic growth. In 1983, PEI was the fastest-growing province in the nation economically. Last year, its growth rate was below the national average. The 1985 forecast calls for PEI to expand at the slowest rate of all provinces except Manitoba, which will match PEI's sluggish 1.6% gain.

—Nova Scotia—

After enjoying strong balanced growth in 1984, Nova Scotia will experience a slower rate of economic growth due primarily to a slight decline in mining output and an overall slowdown in goods production. However, due to continued growth in the service sector, the province's real domestic product should increase by 2.3% this year.

—New Brunswick—

On the basis of its 6.1% growth in output in 1984, New Brunswick enjoyed its greatest expansion in more than a decade. However, because of a stagnant employment situation, real gains were barely noticeable. In 1985, the upswing will continue, but at a far more modest 1.9%, while employment rebounds to a 2.4% gain.

—Quebec—

After growing by 4% in 1983 and 5% in 1984, Quebec is forecast to slow to a more modest 2.1% advance this year. Production is expected to decline in the agriculture and forestry sectors, though the level of activity will remain high, thanks to the solid growth recorded since 1982. Mineral production, on the other hand, will edge up slightly, but not enough to erase the enormous declines experienced throughout the first half of the 1980s.

—Ontario—

Previous forecasts have expressed reservations concerning Ontario's ability to sustain its impressive economic momentum in 1985. But with a substantial drop in interest rates and the continued strength of the U.S. economy, it is now expected that Ontario will grow by a healthy 2.7% this year, second fastest among the provinces.

—Manitoba—

Among non-agriculture industries, Manitoba's manufacturing sector was battered by the 1982 recession and has not regained much of its lost ground. The construction sector, on the other hand, has outperformed its national counterpart by a substantial margin in each of the past two years. The 1985 forecast calls for a continuation of success in this area. In total, Manitoba's real growth is forecast to be 1.6% this year, although farm output will drop slightly.

—Saskatchewan—

Saskatchewan's forecast nation-leading output advance in 1985 will result from the assumed return to normal growing conditions after last year's drought. The gain of 1.1% in non-agricultural industries this year will be boosted by the recovering farm sector to an all-industry growth rate of 2.9%. Transport activity will creep ahead by only 1.6% in 1985 after 6% increases in 1983 and 1984, as the meager 1984 harvest translates into less business for railroads and grain elevators.

'CANADA IS, IN THE WORDS OF PRIME MINISTER BRIAN MULRONEY, 'OPEN FOR BUSINESS AGAIN.''

—Alberta—

After three years of output contraction, Alberta's economy is poised for renewed growth, with a forecasted increase in production of 2.1%. The farm sector will lead the way with a 5.4% gain after declines suffered in 1983 and 1984. Oil and gas exploration are also forecast to gain after an impressive 11.8% advance in 1984. Even the troubled manufacturing, trade, and finance sectors are beginning to show signs of recovery, and further progress is expected in the remainder of 1985. Still in the doldrums, however, is the province's construction industry, projected to decline once more in 1985.

—British Columbia—

British Columbia suffered an extremely severe recession in 1982, and the recovery to date has been a difficult one. Last year, services began to improve and coal production surged, but forest products output missed out on a year of strong national growth due to a prolonged labor dispute. In 1985, British Columbia is expected to enjoy a year of stronger growth, as major industries at last move forward in unison. Mineral production will rise this year, though by far less than 1984's 14.3%. Manufacturing industry output will remain consistent with last year's modest gain. Overall, growth in British Columbia is forecast to rise 2.3% in 1985.

1984 SUMMARIES OF POPULATION & RETAIL SALES BY PROVINCE

ESTIMATES	POPULATION 12/31/84				RETAIL SALES BY STORE GROUP—1984											SALES/ ADVERTISING INDEXES		
Province	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Alberta	2,337.7	9.2535	838.4	9.1359	12,567,652	10.1592	2,446,900	1,090,388	2,419,323	702,739	468,802	2,564,737	687,530	87,747	526,854	110	9.7623	105
British Columbia	2,882.9	11.4115	1,111.0	12.1064	13,854,021	11.1991	3,437,028	1,423,118	2,207,496	584,946	518,775	2,329,521	982,420	84,967	639,147	98	11.4463	100
Manitoba	1,065.2	4.2164	395.8	4.3129	4,841,618	3.9137	1,135,590	376,023	864,662	202,104	176,215	877,308	373,220	29,772	166,625	93	4.0876	97
New Brunswick	717.3	2.8394	237.6	2.5891	3,092,485	2.4998	696,199	207,251	520,765	140,776	80,657	616,546	304,115	31,056	141,189	88	2.4192	85
Newfoundland	578.9	2.2915	163.8	1.7849	2,185,684	1.7668	580,497	130,818	400,042	113,522	57,459	385,277	223,224	10,416	101,197	77	1.8085	79
Nova Scotia	878.2	3.4762	304.6	3.3191	4,254,541	3.4392	1,022,423	284,500	609,516	191,828	114,114	841,705	425,892	35,679	197,793	99	3.1874	92
Ontario	9,024.0	35.7203	3,299.7	35.9562	46,613,966	37.6808	11,193,288	4,219,978	5,765,462	2,239,340	1,696,897	9,862,934	3,555,239	310,537	1,687,575	105	38.2104	107
Prince Edward Island	126.8	.5019	41.9	.4566	549,486	.4442	112,319	44,829	115,928	17,001	13,441	103,411	46,037	2,146	21,973	89	.4326	86
Quebec	6,562.3	25.9759	2,388.9	26.0314	30,733,416	24.8437	8,138,533	2,660,591	3,009,530	1,999,360	1,352,779	5,870,008	2,741,191	389,913	1,033,519	96	24.4750	94
Saskatchewan	1,016.4	4.0233	373.4	4.0689	4,644,844	3.7547	1,001,981	343,292	826,935	211,592	164,910	1,027,455	192,104	50,049	179,054	93	3.8691	96
Yukon & N.W. Territories	73.3	.2901	21.9	.2386	369,607	.2988	83,350	28,995	121,680	5,570	4,675	48,089	6,809	3,581	12,080	103	.3016	104
Total Canada	25,263.0	100.0000	9,177.0	100.0000	123,707,320	100.0000	29,848,108	10,809,783	16,861,339	6,408,778	4,648,724	24,526,991	9,537,781	1,036,863	4,706,966	100	100.0000	100

1984 SUMMARIES OF EFFECTIVE BUYING INCOME BY PROVINCE

ESTIMATES	EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
Province	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Alberta	28,038,483	9.7277	11,994	33,443	2.0	3.5	3.1	16.6	74.8
British Columbia	33,459,624	11.6084	11,606	30,117	3.6	3.7	3.0	15.8	73.9
Manitoba	11,933,809	4.1403	11,203	30,151	4.4	5.0	4.7	22.5	63.4
New Brunswick	6,348,420	2.2026	8,850	26,719	3.7	5.4	6.4	23.5	61.0
Newfoundland	4,727,551	1.6402	8,166	28,862	3.9	5.4	4.7	20.3	65.7
Nova Scotia	8,419,537	2.9210	9,587	27,641	5.2	6.9	8.2	34.1	45.6
Ontario	113,922,633	39.5243	12,624	34,525	3.0	3.0	2.7	16.7	74.6
Prince Edward Island	1,146,501	.3978	9,042	27,363	4.7	9.6	9.9	31.5	44.3
Quebec	68,177,176	23.6533	10,389	28,539	2.7	3.7	3.6	23.9	66.1
Saskatchewan	11,172,930	3.8764	10,993	29,922	2.8	3.9	3.6	18.3	71.4
Yukon & N.W. Territories	887,687	.3080	12,110	40,534	4.4	3.1	2.0	8.2	82.3
Total Canada	288,234,351	100.0000	11,409	31,408	3.1	3.7	3.5	19.7	70.0

S&MM METROPOLITAN AREA SUMMARIES OF 1984 POPULATION & RETAIL SALES

S&MM ESTIMATES	POPULATION 12/31/84				RETAIL SALES BY STORE GROUP—1984											SALES/ ADVERTISING INDEXES		
PROVINCE S&MM Metropolitan Area	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
ALBERTA																		
Calgary	692.2	2.7399	256.4	2.7939	4,581,798	3.7038	983,635	401,311	944,620	293,881	213,947	975,684	269,190	14,831	155,973	135	3.2968	120
Edmonton	792.3	3.1362	290.8	3.1688	4,332,995	3.5026	810,625	361,939	815,439	224,601	150,147	856,217	215,064	22,818	216,126	112	3.4112	109
BRITISH COLUMBIA																		
Kamloops	103.1	.4081	37.0	.4032	620,531	.5017	150,489	72,141	88,783	26,323	16,072	109,589	68,134	3,290	21,649	123	.4124	101
Kelowna	89.8	.3555	34.9	.3803	393,844	.3184	116,735	25,613	40,046	19,610	16,045	54,212	27,620	2,926	24,100	90	.3308	93
Prince George	91.0	.3602	31.0	.3378	469,558	.3796	91,499	37,237	86,279	13,288	13,078	135,072	37,961	1,057	13,617	105	.3569	99
Vancouver	1,226.7	4.8557	492.4	5.3656	6,110,437	4.9394	1,379,957	741,605	1,182,082	279,192	260,855	1,001,824	373,360	21,179	306,628	102	5.2511	108
Victoria	260.7	1.0319	112.7	1.2281	1,410,703	1.1404	313,120	141,544	284,005	55,954	66,600	175,648	87,112	4,715	52,928	111	1.1128	108
MANITOBA																		
Winnipeg	586.6	2.3219	234.3	2.5531	2,973,962	2.4041	736,903	241,795	527,314	121,364	103,521	499,105	210,893	4,172	85,162	104	2.4703	106
NEW BRUNSWICK																		
Moncton	136.2	.5392	46.7	.5089	613,755	.4961	131,041	40,319	112,586	30,249	13,655	117,116	64,501	2,155	36,174	92	.4825	89
St. John	139.4	.5518	47.8	.5208	704,238	.5693	173,764	50,751	123,804	29,187	12,237	142,677	51,719	2,284	30,790	103	.5217	95
NEWFOUNDLAND																		
St. John's	248.4	.9832	72.6	.7911	1,085,542	.8775	301,225	62,488	141,945	63,309	28,287	227,928	102,404	3,249	61,543	89	.8498	86
NOVA SCOTIA																		
Halifax-Dartmouth	299.4	1.1851	109.8	1.1965	1,506,677	1.2179	363,511	139,650	191,216	89,309	36,003	300,542	140,979	5,187	77,951	103	1.2040	102
Sydney-Glace Bay	129.8	.5138	40.5	.4413	372,035	.3007	115,730	21,654	67,272	21,045	9,996	53,909	33,912	1,716	12,684	59	.3812	74
ONTARIO																		
Brantford	107.6	.4259	38.8	.4228	405,538	.3278	102,511	30,095	52,647	24,792	21,885	76,953	28,257	1,988	11,604	77	.3880	91
Guelph	137.1	.5427	49.1	.5351	687,950	.5561	145,609	56,115	84,915	37,591	28,183	163,584	74,174	4,183	32,754	102	.5541	102
Hamilton	421.9	1.6700	159.2	1.7348	2,084,030	1.6847	555,506	170,449	341,885	93,475	85,172	322,392	154,874	10,956	78,185	101	1.7103	102
Kingston	114.3	.4525	43.7	.4761	764,176	.6177	182,156	52,559	113,002	41,102	29,516	140,797	70,440	2,379	27,570	137	.5128	113
Kitchener-Cambridge	319.4	1.2643	116.2	1.2662	2,369,333	1.9153	499,569	187,710	372,900	120,966	94,449	558,964	185,334	10,816	56,916	151	1.4848	117
London	329.2	1.3031	129.3	1.4090	2,374,212	1.9192	576,824	223,874	343,544	119,176	81,314	464,306	160,777	9,981	62,321	147	1.5377	118
North Bay	81.5	.3226	26.8	.3138	433,534	.3505	102,396	43,611	60,752	19,206	14,863	86,087	39,043	2,733	10,955	109	.3172	98
Oshawa	312.5	1.2370	104.9	1.1430	1,997,591	1.6148	480,982	145,389	325,879	70,611	47,954	376,174	154,560	32,325	60,025	131	1.3984	113
Ottawa	808.1	3.1988	310.0	3.3780	3,749,992	3.0314	944,474	365,947	602,524	179,224	132,065	620,705	230,816	30,384	112,505	95	3.5389	111
Peterborough	106.0	.4196	40.4	.4403	804,488	.6503	196,889	66,265	116,376	37,941	33,581	149,349	58,114	3,921	22,693	155	.4855	116
St. Catharines-Niagara	373.9	1.4800	138.3	1.5070	1,491,502	1.2057	376,973	155,045	181,495	79,548	54,680	285.015	101,425	6,995	50,900	81	1.4081	95
Sarnia	129.5	.5126	47.5	.5176	383,936	.3103	91,351	32,455	56,051	18,906	14,054	80,341	24,282	2,267	13,070	61	.4759	93
Sault Ste. Marie	141.0	.5582	48.7	.5306	711,222	.5749	190,250	65,358	107,999	32,298	26,717	98,108	47,895	5,275	22,135	103	.5587	100
Sudbury	158.0	.6255	54.7	.5961	708,178	.5725	194,693	59,342	79,056	39,609	26,103	143,132	49,880	3,753	18,035	92	.5850	94
Thunder Bay	155.2	.6143	56.2	.6124	823,749	.6659	211,087	66,275	126,634	29,550	20,753	148,329	67,921	3,397	34,664	108	.6575	107
Toronto	3,301.1	13.0669	1,205.1	13.1318	15,898,933	12.8521	3,759,757	1,639,375	1,700,505	802,996	553,101	3,664,281	1,158,055	74,308	683,477	98	14.5395	111
Windsor	316.7	1.2536	115.5	1.2586	1,775,915	1.4356	428,045	173,256	218,299	97,748	83,518	362,532	122,451	9,274	67,890	115	1.3104	105
QUEBEC																		
Chicoutimi-Jonquière	180.0	.7125	57.5	.6266	620,836	.5018	188,070	44,903	81,512	46,046	27,483	118,987	40,986	1,687	12,253	70	.5700	80
Montréal	2,962.9	11.7282	1,152.9	12.5629	15,252,068	12.3294	4,204,026	1,586,351	1,552,984	1,012,566	626,833	2,517,137	1,248,228	223,167	607,541	105	11.9633	102
Québec	595.5	2.3573	218.0	2.3755	3,242,032	2.6208	746,710	271,478	406,401	185,946	136,302	810,890	163,303	34,692	115,189	111	2.4170	103
Sherbrooke	117.7	.4659	44.6	.4860	781,013	.6313	193,970	51,443	64,288	79,218	39,834	159,920	60,051	3,570	24,812	136	.4871	105
Trois Rivières-Shawinigan	233.1	.9228	85.9	.9360	1,099,210	.8886	312,775	87,321	74,172	83,735	56,825	206,561	104,602	18,445	36,683	96	.8325	90
SASKATCHEWAN																		
Regina	214.3	.8483	80.3	.8750	1,149,418	.9291	267,169	95,013	194,276	50,657	48,408	247,547	46,268	9,878	43,083	110	.9156	108
Saskatoon	209.5	.8292	82.0	.8935	964,167	.7794	196,627	75,451	177,526	62,461	38,454	202,435	38,196	5,353	47,321	94	.8389	101
TOTAL ABOVE AREAS	**16,621.6**	**65.7943**	**6,214.5**	**67.7181**	**85,749,098**	**69.3167**	**20,816,653**	**8,083,127**	**12,041,013**	**4,632,680**	**3,262,490**	**16,654,049**	**6,132,781**	**601,306**	**3,347,906**	**105**	**69.5687**	**106**

Ottawa LeDroit

When you include Le Droit in your Ottawa/Hull newspaper plan, you're reaching the third largest French market in Canada*. With a total French-speaking population of 254,000 you're reaching a market that's larger than Regina, Saskatoon or Windsor*. And Le Droit reaches them in their own language. So, to get the whole Ottawa/Hull market — include Le Droit. If you don't, you're selling your campaign short.

Ottawa-Hull LeDroit
375 rue Rideau, Ottawa, Ontario K1N 5Y7 Tel: (613) 560-2500
In Toronto: Vern B. Moore, National Advertising Manager,
43 Eglinton Ave. E., Suite 903, Toronto M4P 1A2 Tel: (416) 486-9676

You can't have one without l'autre.

*Financial Post Canadian Markets — 1984

CENSUS METROPOLITAN AREA SUMMARIES OF 1984 POPULATION & RETAIL SALES

S&MM ESTIMATES	POPULATION 12/31/84				RETAIL SALES BY STORE GROUP—1984											SALES/ ADVERTISING INDEXES		
PROVINCE Census Metropolitan Area	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
ALBERTA																		
Calgary	613.7	2.4292	230.6	2.5128	4,129,272	3.3379	951,644	384,373	634,050	286,092	202,632	945,612	256,560	14,308	147,981	137	2.9604	122
Edmonton	680.2	2.6925	255.9	2.7881	3,831,889	3.0976	736,038	361,939	806,040	221,984	148,958	498,740	182,950	17,363	214,706	115	2.9803	111
BRITISH COLUMBIA																		
Vancouver	1,336.1	5.2889	530.1	5.7766	6,454,123	5.2172	1,470,804	761,104	1,209,241	295,541	274,754	1,080,221	401,661	23,397	326,478	99	5.6162	106
Victoria	243.9	.9653	106.1	1.1560	1,372,371	1.1094	302,122	139,242	281,939	55,563	65,969	173,399	83,952	4,437	51,249	115	1.0539	109
MANITOBA																		
Winnipeg	607.8	2.4062	241.1	2.6286	3,058,065	2.4720	757,499	251,212	532,517	124,373	107,517	516,482	218,399	5,420	90,612	103	2.5467	106
NEW BRUNSWICK																		
St. John	113.9	.4509	39.8	.433	650,530	.5259	159,941	47,397	119,059	28,305	11,105	129,792	43,433	1,976	27,490	117	.4429	98
NEWFOUNDLAND																		
St. John's	160.5	.6352	48.2	.5249	807,072	.6524	216,448	42,441	115,203	56,025	25,589	152,714	80,151	2,942	44,879	103	.5901	93
NOVA SCOTIA																		
Halifax	287.8	1.1392	106.2	1.1578	1,489,714	1.2042	359,346	138,314	190,481	88,942	35,853	297,716	137,559	5,084	76,682	106	1.1709	103
ONTARIO																		
Hamilton	558.4	2.2105	207.0	2.2556	3,034,375	2.4529	777,501	240,524	465,629	145,640	111,413	566,006	221,277	15,606	124,752	111	2.3853	108
Kitchener	301.3	1.1927	110.7	1.2061	2,293,917	1.8543	485,465	182,285	364,757	119,729	91,695	539,789	172,864	9,644	56,499	155	1.4193	119
London	294.4	1.1653	117.9	1.2847	2,281,516	1.8443	557,712	220,353	334,697	117,447	79,199	444,955	154,020	8,943	57,276	158	1.4225	122
Oshawa	168.9	.6686	58.7	.6397	1,381,106	1.1164	318,720	84,022	276,926	56,561	32,932	280,660	84,630	23,732	34,626	167	.8335	125
Ottawa-Hull	766.9	3.0360	296.4	3.2291	3,632,043	2.9360	914,874	354,987	588,623	176,920	126,999	591,727	214,599	29,919	110,497	97	3.3965	112
St. Catharines-Niagara	308.9	1.2226	114.2	1.2439	1,377,979	1.1140	349,471	135,510	175,404	76,861	50,301	263,069	94,394	5,912	45,032	91	1.1981	98
Sudbury	148.1	.5865	51.7	.5632	695,122	.5620	191,159	57,690	78,712	39,223	25,552	140,627	48,295	3,625	17,594	96	.5577	95
Thunder Bay	121.5	.4808	45.2	.4925	696,252	.5629	188,637	48,881	107,355	27,089	17,801	126,845	48,012	2,978	31,783	117	.5327	111
Toronto	3,162.7	12.5192	1,156.8	12.6050	14,708,748	11.8900	3,533,128	1,343,572	1,581,423	741,375	521,913	3,292,133	1,069,329	68,748	624,976	95	13.7945	110
Windsor	247.1	.9782	92.4	1.0064	1,628,019	1.3160	395,323	162,296	212,911	93,506	77,649	324,571	110,573	7,231	61,995	135	1.0864	111
QUEBEC																		
Chicoutimi-Jonquière	137.7	.5451	44.9	.4895	506,043	.4090	153,700	34,931	59,148	39,087	21,261	105,677	29,172	1,331	10,475	75	.4496	82
Montreal	2,859.0	11.3179	1,116.3	12.1637	14,657,515	11.8489	4,021,043	1,529,749	1,533,613	979,284	598,090	2,417,125	1,159,352	211,985	590,457	105	11.5641	102
Quebec	588.7	2.3304	215.8	2.3525	3,226,633	2.6085	747,958	269,941	406,161	186,598	135,988	797,970	164,333	35,171	114,354	112	2.3932	103
Trois Rivières	113.4	.4488	43.0	.4690	501,744	.4056	139,209	46,432	41,592	43,304	26,647	85,896	44,629	9,397	18,644	90	.4039	90
SASKATCHEWAN																		
Regina	176.3	.6976	66.8	.7282	986,317	.7973	225,642	72,738	170,938	44,504	47,570	212,843	36,661	8,259	37,097	114	.7746	111
Saskatoon	168.2	.6658	68.2	.7432	931,096	.7527	191,210	72,172	173,214	61,535	38,366	192,078	34,377	3,066	45,941	113	.7250	109
TOTAL ABOVE AREAS	**14,165.4**	**56.0734**	**5,364.0**	**58.4504**	**74,331,461**	**60.0874**	**18,144,594**	**7,182,105**	**10,459,633**	**4,107,488**	**2,875,753**	**14,176,663**	**5,091,182**	**520,474**	**2,962,075**	**107**	**60.2983**	**108**

Everybody you want to reach reads Newspapers.

Better educated, higher-income consumers are above-average readers of newspapers. Over a given week a newspaper is read by almost nine out of 10 Canadian adults. Furthermore, 94% of those with $40,000 or more family income and 96% of those in upscale professions read a newspaper over a given week.* These better-than-average readers are better-than-average consumers. The people you want to reach.

*NNRS Study

Thomson Newspapers Advertising Services

TORONTO—65 Queen St. W. M5H 2M8 (416) 864-1710
MONTREAL—1117 St. Catherine St. W., Suite 609 H3B 1H9 (514) 843-7245
IN USA: NEW YORK—1270 Avenue of the Americas, Suite 2815 (212) 246-2265
CHICAGO—3150 Des Plaines Ave., Des Plaines, Ill. (312) 299-5544

THE GLOBE & MAIL: TORONTO—444 Front St. W. M5V 2S9 (416) 585-5550 MONTREAL—1407 rue de la montagne (514) 845-1131
LONDON, ENG.—164/167 Temple Chambers, Temple Ave. 011-44-1-353-5771 NEW YORK—500 Fifth Ave. Suite 1424 (212) 354-0288
VANCOUVER—1200 Burrard St. V6Z 2C7 (604) 685-0308

CENSUS METROPOLITAN AREA SUMMARIES OF 1984 EFFECTIVE BUYING INCOME

S&MM ESTIMATES	EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
PROVINCE Census Metropolitan Area	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
ALBERTA									
Calgary	8,492,597	2.9464	13,838	36,828	1.7	3.7	3.3	20.4	70.9
Edmonton	8,719,573	3.0252	12,819	34,074	1.5	2.9	2.6	15.6	77.4
BRITISH COLUMBIA									
Vancouver	17,254,118	5.9860	12,914	32,549	3.2	2.9	2.5	16.0	75.4
Victoria	3,044,006	1.0562	12,481	26,690	3.7	3.7	3.2	16.2	73.2
MANITOBA									
Winnipeg	7,631,491	2.6476	12,556	31,653	3.6	4.0	3.8	26.1	62.5
NEW BRUNSWICK									
St. John	1,123,949	.3900	9,868	28,240	3.0	4.3	5.8	22.5	64.4
NEWFOUNDLAND									
St. John's	1,540,944	.5346	9,601	31,970	3.7	5.3	5.7	22.2	63.1
NOVA SCOTIA									
Halifax	3,353,529	1.1635	11,652	31,577	3.1	4.8	6.8	29.9	55.4
ONTARIO									
Hamilton	6,959,965	2.4146	12,464	33,623	3.1	2.0	1.6	13.8	79.5
Kitchener	3,599,198	1.2486	11,946	32,513	2.4	3.7	3.6	22.7	67.6
London	3,667,197	1.2723	12,457	31,104	3.3	3.2	2.2	25.9	65.4
Oshawa	2,103,203	.7297	12,452	35,830	2.1	2.4	2.0	12.9	80.6
Ottawa-Hull	11,002,965	3.8173	14,347	37,122	2.2	2.9	2.7	17.3	74.9
St. Catharines-Niagara	3,570,215	1.2386	11,558	31,263	3.4	3.3	2.5	12.7	78.1
Sudbury	1,567,095	.5436	10,581	30,311	1.4	1.3	1.1	6.1	90.1
Thunder Bay	1,542,929	.5353	12,699	34,136	1.7	1.5	1.1	4.7	91.0
Toronto	44,525,460	15.4476	14,078	38,490	2.1	2.2	2.3	16.7	76.7
Windsor	2,859,071	.9919	11,571	30,942	3.1	2.3	2.1	9.1	83.4
QUEBEC									
Chicoutimi-Jonquière	1,255,791	.4357	9,120	27,969	1.2	2.2	2.0	11.4	83.2
Montréal	33,122,161	11.4915	11,585	29,671	2.9	3.8	3.7	24.3	65.3
Québec	6,597,221	2.2889	11,206	30,571	1.9	2.8	3.4	20.5	71.4
Trois Rivières	1,109,256	.3848	9,782	25,797	4.3	5.2	4.4	12.8	73.3
SASKATCHEWAN									
Regina	2,281,705	.7917	12,942	34,157	2.3	2.8	2.5	16.2	76.2
Saskatoon	2,109,887	.7320	12,544	30,937	2.0	2.9	2.7	19.1	73.3
TOTAL ABOVE AREAS	**179,033,526**	**62.1126**	**12,639**	**33,377**	**2.6**	**3.1**	**3.0**	**19.0**	**72.3**

S&MM METROPOLITAN AREA SUMMARIES OF 1984 EFFECTIVE BUYING INCOME

S&MM ESTIMATES	EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
PROVINCE S&MM Metropolitan Area	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
ALBERTA									
Calgary	9,440,805	3.2754	12,639	36,821	2.1	3.7	3.2	19.6	71.4
Edmonton	9,991,428	3.4664	12,611	34,358	1.5	2.9	2.6	15.7	77.3
BRITISH COLUMBIA									
Kamloops	1,039,147	.3605	10,079	28,085	3.9	3.2	3.4	18.3	71.2
Kelowna	946,016	.3282	10,535	27,107	4.2	5.4	4.3	16.7	69.4
Prince George	985,739	.3420	10,832	31,798	1.6	2.8	2.9	14.8	77.9
Vancouver	16,129,795	5.5960	13,149	32,758	3.1	2.8	2.4	16.2	75.5
Victoria	3,253,056	1.1287	12,478	28,865	3.7	3.8	3.3	15.9	73.3
MANITOBA									
Winnipeg	7,406,569	2.5696	12,626	31,611	3.6	4.0	3.8	26.1	62.5
NEW BRUNSWICK									
Moncton	1,301,063	.4514	9,553	27,860	3.2	4.2	6.2	18.7	67.7
St. John	1,387,089	.4813	9,950	29,019	2.9	4.2	5.7	22.0	65.2
NEWFOUNDLAND									
St. John's	2,247,246	.7797	9,047	30,954	4.0	6.0	6.2	24.6	59.2
NOVA SCOTIA									
Halifax-Dartmouth	3,467,914	1.2032	11,583	31,584	3.2	4.9	6.8	29.9	55.2
Sydney-Glace Bay	1,084,285	.3762	8,354	26,772	5.2	5.7	5.7	36.4	47.0
ONTARIO									
Brantford	1,178,616	.4089	10,954	30,377	3.0	3.8	3.0	19.3	70.9
Guelph	1,606,812	.5575	11,720	32,725	3.5	5.3	3.1	22.9	65.2
Hamilton	5,020,650	1.7418	11,900	31,537	3.7	2.4	1.8	14.4	77.7
Kingston	1,366,258	.4740	11,953	31,264	3.6	4.8	4.4	16.0	71.2
Kitchener-Cambridge	3,789,010	1.3145	11,863	32,608	2.3	3.5	3.4	21.8	69.0
London	4,043,357	1.4028	12,282	31,271	3.5	3.5	3.2	23.7	66.1
North Bay	850,261	.2950	10,433	29,523	4.7	4.0	3.2	17.1	71.0
Oshawa	3,842,748	1.3332	12,297	36,632	1.5	1.5	1.3	11.7	84.8
Ottawa	11,470,579	3.9796	14,195	37,002	2.2	2.9	2.7	17.0	75.2
Peterborough	1,189,846	.4128	11,225	29,452	5.3	4.8	3.4	20.9	65.6
St. Catharines-Niagara	4,325,602	1.5007	11,569	31,277	3.4	2.9	2.2	14.7	76.8
Sarnia	1,615,411	.5605	12,474	34,009	2.7	2.3	1.7	6.8	86.5
Sault Ste. Marie	1,583,311	.5494	11,229	32,512	1.9	1.1	.8	4.3	91.9
Sudbury	1,661,353	.5763	10,515	30,372	1.5	1.4	1.2	6.4	89.5
Thunder Bay	1,930,990	.6699	12,442	34,759	2.5	1.6	1.5	8.2	86.2
Toronto	46,525,005	16.1414	14,094	38,607	2.1	2.2	2.3	16.6	76.8
Windsor	3,626,548	1.2582	11,451	31,399	3.2	2.9	2.1	7.4	84.4
QUEBEC									
Chicoutimi-Jonquière	1,597,131	.5541	8,873	27,776	1.2	1.7	2.1	16.5	78.5
Montréal	34,119,196	11.8371	11,515	29,594	2.9	3.8	3.7	24.2	65.4
Québec	6,682,483	2.3184	11,222	30,654	1.9	2.7	3.3	20.2	71.9
Sherbrooke	1,178,513	.4089	10,012	26,424	3.6	3.4	3.4	28.3	61.3
Trois Rivières-Shawinigan	2,198,859	.7629	9,433	25,598	3.9	4.2	3.6	17.3	71.0
SASKATCHEWAN									
Regina	2,692,663	.9342	12,565	33,533	2.2	2.8	3.0	19.3	72.7
Saskatoon	2,532,462	.8786	12,088	30,884	2.4	3.7	3.2	19.3	71.4
TOTAL ABOVE AREAS	**205,307,819**	**71.2293**	**12,352**	**33,037**	**2.7**	**3.2**	**3.0**	**18.9**	**72.2**

YUKON & NORTHWEST TERRITORIES

Yuk.-N.W.T. S&MM ESTIMATES		POPULATION 12/31/84				RETAIL SALES BY STORE GROUP—1984										SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Baffin Region		**9.4**	**.0372**	**2.0**	**.0218**	**31,257**	**.0253**	**6,841**	**3,075**	**13,266**	**643**	**687**	**241**	**0**	**0**	**0**	**68**	**.0274**	**74**
Fort Smith & Kitikmeot Regions		**28.4**	**.1124**	**8.6**	**.0937**	**169,913**	**.1373**	**31,102**	**14,724**	**62,010**	**2,975**	**2,589**	**16,868**	**2,553**	**3,509**	**6,999**	**122**	**.1253**	**111**
Inuvik Region		**8.0**	**.0316**	**2.1**	**.0228**	**23,956**	**.0194**	**2,451**	**4,585**	**11,154**	**0**	**152**	**1,357**	**170**	**72**	**686**	**61**	**.0256**	**81**
Keewatin Region		**4.7**	**.0186**	**1.0**	**.0109**	**20,972**	**.0170**	**0**	**0**	**15,968**	**0**	**67**	**162**	**0**	**0**	**0**	**91**	**.0143**	**77**
Yukon Territory		**22.8**	**.0903**	**8.2**	**.0894**	**123,509**	**.0998**	**42,956**	**6,611**	**19,282**	**1,052**	**1,180**	**29,461**	**4,086**	**0**	**4,475**	**111**	**.1090**	**121**
Province Totals		**73.3**	**.2901**	**21.9**	**.2386**	**369,607**	**.2988**	**83,350**	**28,995**	**121,680**	**5,570**	**4,675**	**48,089**	**6,809**	**3,581**	**12,080**	**103**	**.3016**	**104**

Yuk.-N.W.T.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME—1984

% of Households by EBI Group:
(A) $0-$4,999
(B) $5,000-$7,999
(C) $8,000-$9,999
(D) $10,000-$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Baffin Region		71,861	.0280	7,645	25,931	8.0	4.6	2.2	7.6	77.6
Fort Smith & Kitikmeot Regions		304,382	.1299	12,478	41,387	4.0	3.2	2.0	9.3	81.5
Inuvik Region		78,376	.0272	9,785	37,374	4.9	4.2	2.7	11.2	77.0
Keewatin Region		31,951	.0110	6,798	31,951	16.1	7.5	3.3	8.9	64.2
Yukon Territory		281,217	.1219	15,404	42,831	2.2	1.9	1.5	6.4	88.0
Province Totals		867,687	.3080	12,110	40,534	4.4	3.1	2.0	8.2	82.3

BRITISH COLUMBIA

B.C.
S&MM ESTIMATES

POPULATION 12/31/84 — RETAIL SALES BY STORE GROUP—1984 — SALES/ADVERTISING INDEXES

County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Alberni-Clayoquot		31.9	.1263	11.4	.1242	90,877	.0735	22,830	4,520	21,326	2,956	3,216	18,837	4,753	1,870	3,440	58	.1034	82
Bulkley-Nechako		40.1	.1587	13.1	.1428	170,201	.1376	55,087	9,832	17,095	6,035	2,934	23,966	14,631	4,205	5,080	87	.1367	86
Capital	535	260.7	1.0319	112.7	1.2281	1,410,703	1.1404	313,120	141,544	284,085	55,954	66,680	175,640	87,112	4,715	52,920	111	1.1128	108
▲Victoria		64.9	.2569	35.8	.3901	964,978	.7800	185,239	114,780	259,977	51,411	39,265	149,496	50,262	1,481	33,402	304	.4280	167
Cariboo		63.0	.2486	21.1	.2299	359,031	.2902	101,412	34,939	37,325	16,067	6,796	76,389	34,534	3,796	10,666	117	.2342	94
Central Coast		3.3	.0131	1.1	.0120	9,272	.0075	3,392	466	1,360	101	309	280	863	76	315	57	.0090	75
Central Fraser Valley		130.8	.5177	44.9	.4892	345,161	.2790	99,049	17,073	12,051	10,285	18,467	78,474	30,073	2,101	20,047	54	.4289	81
Central Kootenay		53.3	.2110	20.7	.2256	302,476	.2444	103,073	23,994	33,121	11,054	9,023	46,436	19,056	3,856	16,066	116	.2022	96
Central Okanagan	509	89.8	.3555	34.9	.3803	393,844	.3184	116,735	35,613	40,046	19,610	16,045	54,212	27,638	2,936	24,100	90	.3088	93
△Kelowna		60.0	.2375	24.1	.2626	354,251	.2864	91,190	23,532	36,925	19,301	15,801	52,860	22,484	2,842	22,435	121	.2445	103
Columbia-Shuswap		43.0	.1702	16.5	.1798	147,832	.1195	34,124	10,299	20,223	5,021	3,125	24,533	21,139	2,745	4,454	70	.1448	85
Comox-Strathcona		73.7	.2917	27.3	.2975	386,583	.3125	130,040	25,815	36,107	17,288	12,719	47,080	29,444	4,649	10,299	107	.2798	96
Cowichan Valley		54.8	.2169	20.1	.2190	234,318	.1894	84,593	16,232	15,201	8,796	9,126	32,677	19,949	2,288	9,552	87	.1986	90
Dewdney-Alouette		66.6	.2637	23.1	.2517	263,991	.2134	63,251	17,076	23,508	10,999	6,987	60,462	28,209	1,742	15,155	81	.2381	89
East Kootenay		57.6	.2280	20.8	.2267	258,735	.2092	70,280	25,770	20,156	10,255	7,970	56,196	23,035	3,572	9,912	92	.2176	95
Fraser-Cheam		58.7	.2323	21.8	.2375	233,031	.1883	51,862	26,978	24,017	10,101	9,411	36,110	30,297	2,283	12,070	81	.1989	86
Fraser-Fort George	519	91.0	.3602	31.0	.3378	469,556	.3796	91,499	37,237	66,279	13,280	13,070	135,072	37,861	1,857	13,617	105	.3049	99
△Prince George		68.9	.2727	23.9	.2604	422,316	.3414	83,500	34,433	79,405	12,586	11,955	114,652	36,954	586	12,211	125	.2893	106
Greater Vancouver	536	1,226.7	4.8557	492.4	5.3656	6,110,437	4.9394	1,379,957	741,605	1,102,082	279,192	260,855	1,001,824	373,260	21,179	386,638	102	5.2811	108
New Westminster		38.3	.1516	19.4	.2114	468,771	.3789	65,756	36,798	131,924	18,826	12,083	134,411	18,662	1,007	16,065	250	.2319	153
North Vancouver		35.2	.1393	18.2	.1983	147,681	.1194	40,503	25,194	13,783	14,777	6,788	24,622	6,753	995	6,925	86	.1519	109
Port Coquitlam		30.2	.1195	9.9	.1079	46,373	.0375	24,484	2,477	1,565	583	1,460	6,345	3,744	476	851	31	.0939	79
▲Vancouver		414.6	1.6411	182.2	1.9854	3,247,212	2.6249	674,940	475,350	546,424	172,333	167,795	751,691	161,412	4,958	178,061	160	2.0652	126
Kitimat-Stikine		42.8	.1695	13.4	.1460	234,957	.1900	69,647	14,698	54,254	7,590	4,063	38,884	10,574	1,963	7,661	112	.1631	96
Kootenay Boundary		33.2	.1314	12.8	.1395	173,331	.1401	48,974	9,671	23,737	7,498	5,424	34,570	11,130	1,473	7,053	107	.1294	98
Mount Waddington		15.6	.0617	5.4	.0588	44,856	.0362	14,113	7,736	4,084	867	371	5,284	1,681	1,029	2,044	59	.0533	85
Nanaimo		83.4	.3302	32.8	.3575	488,710	.3951	145,333	44,160	54,083	10,784	13,954	73,966	35,880	3,417	26,999	120	.3330	101
Nanaimo		48.4	.1916	19.2	.2092	448,666	.3627	124,360	43,066	53,656	16,400	13,599	72,702	26,852	1,308	23,572	189	.2356	123
North Okanagan		57.5	.2276	21.2	.2310	274,443	.2219	72,809	17,050	32,434	8,852	8,080	59,499	15,784	3,030	16,313	97	.2072	91
Okanagan-Similkameen		60.5	.2394	24.9	.2713	235,919	.1907	71,135	26,318	15,825	10,218	6,460	36,794	19,572	4,167	12,535	80	.2130	89
Penticton		24.1	.0954	10.4	.1133	162,330	.1312	44,751	16,730	11,452	7,610	5,329	28,830	12,030	834	8,915	138	.1043	109
Peace River-Liard		59.4	.2352	20.0	.2179	327,519	.2647	59,646	31,698	43,296	8,164	10,436	76,554	27,759	1,599	11,408	113	.2284	97
Powell River		19.0	.0752	7.3	.0796	67,080	.0542	26,503	2,022	7,817	2,536	2,177	11,399	5,091	565	1,661	72	.0604	87
Skeena-Queen Charlotte		24.5	.0970	8.3	.0904	81,789	.0662	26,256	8,453	11,875	4,727	2,381	10,125	3,157	385	3,480	68	.0867	89
Squamish-Lillooet		20.8	.0823	7.7	.0839	63,397	.0512	17,583	15,663	2,506	1,506	703	8,356	5,365	720	3,266	62	.0666	80
Stikine		1.9	.0075	.6	.0066	4,016	.0033	1,610	0	909	0	22	77	402	0	189	44	.0064	85
Sunshine Coast		16.4	.0649	6.7	.0730	51,456	.0415	21,526	3,640	4,097	2,031	940	5,082	3,095	160	4,297	64	.0531	82
Thompson-Nicola	508	103.1	.4081	37.0	.4032	620,531	.5017	150,409	72,141	88,783	26,323	16,072	109,589	60,134	3,290	21,649	123	.4134	101
△Kamloops		64.4	.2549	23.3	.2539	455,712	.3684	118,053	50,218	47,035	23,534	13,317	100,763	35,459	1,975	17,300	145	.2799	110
Province Totals		2,882.9	11.4115	1,111.8	12.1064	13,854,021	11.1991	3,437,020	1,423,110	2,287,496	584,946	518,775	2,329,521	982,420	84,967	639,147	98	11.4463	100

B.C.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME—1984

% of Households by EBI Group:
(A) $0-$4,999
(B) $5,000-$7,999
(C) $8,000-$9,999
(D) $10,000-$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Alberni-Clayoquot		323,382	.1122	10,137	28,367	3.3	1.6	1.2	11.9	82.0
Bulkley-Nechako		366,874	.1272	9,149	28,006	3.3	5.7	4.1	16.5	70.4
Capital	535	3,253,056	1.1287	12,478	28,865	3.7	3.8	3.3	15.9	73.3
▲Victoria		822,244	.2853	12,669	22,968	4.5	.8	.6	23.7	70.4
Cariboo		561,603	.1948	8,943	26,616	4.0	5.3	4.4	13.0	73.3
Central Coast		29,112	.0101	8,822	26,465	9.3	7.5	6.1	19.0	58.1
Central Fraser Valley		1,346,153	.4670	10,292	29,981	3.9	3.7	2.7	13.8	75.9
Central Kootenay		499,934	.1735	9,380	24,151	7.0	8.8	5.3	16.5	62.4
Central Okanagan	509	946,018	.3282	10,535	27,107	4.2	5.4	4.3	16.7	69.4
△Kelowna		641,497	.2222	10,675	26,577	5.7	4.3	2.0	23.4	64.6
Columbia-Shuswap		430,260	.1493	10,009	26,083	3.5	2.4	2.0	5.6	86.5
Comox-Strathcona		736,012	.2554	9,987	26,960	4.4	4.3	2.6	21.5	67.2
Cowichan Valley		550,240	.1909	10,041	27,376	3.3	4.5	4.0	10.7	77.5
Dewdney-Alouette		682,191	.2366	10,243	29,537	5.1	5.5	3.9	11.3	74.2
East Kootenay		630,170	.2187	10,940	30,297	2.5	2.9	3.0	10.8	80.8
Fraser-Cheam		552,840	.1918	9,418	25,360	7.1	5.2	4.5	18.5	64.7
Fraser-Fort George	519	985,739	.3420	10,832	31,798	1.6	2.8	2.9	14.8	77.9
△Prince George		763,114	.2648	11,076	31,929	2.1	1.2	.8	7.9	88.0
Greater Vancouver	536	16,129,795	5.5960	13,149	32,758	3.1	2.8	2.4	16.2	75.5
New Westminster		506,893	.1759	13,235	26,129	2.9	3.4	1.9	6.9	84.9
North Vancouver		508,432	.1764	14,444	27,936	3.9	3.5	2.9	22.4	67.3
Port Coquitlam		338,424	.1174	11,206	34,184	2.4	3.3	3.8	26.9	63.6
▲Vancouver		5,473,486	1.8990	13,202	30,041	4.3	3.3	2.6	15.2	74.6
Kitimat-Stikine		417,240	.1448	9,700	31,137	1.4	3.2	2.0	10.6	82.8
Kootenay Boundary		351,129	.1218	10,576	27,432	3.8	2.7	2.3	7.2	84.0
Mount Waddington		168,427	.0584	10,797	31,190	1.4	3.0	4.9	13.2	77.5
Nanaimo		853,729	.2962	10,237	26,028	4.4	6.0	4.6	21.9	63.1
Nanaimo		509,778	.1769	10,533	26,551	1.7	3.8	2.4	11.5	80.6
North Okanagan		549,077	.1905	9,549	25,980	4.5	5.5	4.0	18.9	67.1
Okanagan-Similkameen		621,802	.2158	10,278	24,972	5.7	6.1	3.6	17.9	66.7
Penticton		264,138	.0916	10,960	25,398	9.2	2.0	3.0	12.6	73.2
Peace River-Liard		587,642	.2038	9,893	29,382	3.0	4.2	2.5	21.1	69.2
Powell River		196,308	.0681	10,332	26,892	8.3	4.8	4.8	11.8	70.3
Skeena-Queen Charlotte		273,540	.0949	11,165	32,957	.7	1.4	2.7	6.1	89.1
Squamish-Lillooet		196,613	.0683	9,453	25,534	1.9	4.6	9.4	10.5	73.6
Stikine		22,109	.0076	11,636	36,848	1.0	.0	.2	6.5	92.3
Sunshine Coast		159,266	.0553	9,717	23,786	7.7	7.7	3.8	21.4	59.4
Thompson-Nicola	508	1,050,147	.3645	10,070	28,885	3.9	3.2	3.4	18.3	71.2
△Kamloops		682,349	.2367	10,595	29,285	.7	1.4	1.0	21.2	75.7
Province Totals		32,409,624	[illegible]	[illegible]	30,117	3.6	3.7	3.0	15.8	73.9

ALBERTA

Alta. ESTIMATES		POPULATION 12/31/84				RETAIL SALES BY STORE GROUP—1984												SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1		57.0	.2257	21.3	.2321	245,173	.1982	56,837	26,215	34,553	21,012	11,480	38,934	11,427	3,072	9,817	88	.2105	93
Medicine Hat		43.0	.1702	16.8	.1831	229,112	.1852	53,249	24,718	33,934	20,267	11,206	37,369	10,839	2,805	9,453	109	.1713	101
Division 2		116.9	.4627	41.0	.4468	638,483	.5162	118,549	55,889	147,936	38,699	27,008	111,894	26,679	3,888	25,913	112	.4672	101
Lethbridge		57.4	.2272	22.2	.2419	401,038	.3242	77,960	36,693	92,101	31,188	21,251	58,103	14,170	2,281	18,959	143	.2605	115
Division 3		36.7	.1453	12.0	.1308	71,078	.0574	12,310	8,077	7,781	4,498	3,148	13,514	4,015	1,531	3,499	40	.1009	69
Division 4		13.1	.0518	4.5	.0490	61,149	.0494	9,243	4,198	8,545	2,862	1,267	18,139	3,598	1,199	3,143	95	.0498	96
Division 5		39.6	.1568	13.5	.1471	88,804	.0718	14,647	8,757	15,655	3,812	1,733	18,442	6,090	2,212	5,819	46	.1252	80
Division 6	.502	692.2	2.7399	256.4	2.7939	4,581,798	3.7038	983,635	401,311	944,620	293,881	213,947	975,684	269,190	14,831	155,973	135	3.2968	120
▲Calgary		613.7	2.4292	230.6	2.5128	4,129,272	3.3379	951,644	384,373	634,050	286,092	202,632	945,612	256,560	14,308	147,981	137	2.9604	122
Division 7		42.0	.1663	14.8	.1613	125,944	.1018	17,391	12,502	14,347	8,691	3,395	26,153	6,456	3,762	5,976	61	.1380	83
Division 8		133.0	.5265	47.0	.5122	804,700	.6505	127,339	67,519	134,817	31,767	21,672	196,238	50,777	10,905	27,312	124	.5387	102
Red Deer		53.3	.2110	20.0	.2179	556,211	.4496	83,582	43,178	102,398	22,195	14,579	155,618	16,229	5,923	22,124	213	.2831	134
Division 9		22.9	.0906	9.1	.0991	71,530	.0578	16,957	13,460	11,520	4,432	1,075	7,707	5,856	518	3,964	64	.0848	94
Division 10		82.5	.3266	29.0	.3160	365,443	.2954	57,180	33,905	47,691	20,592	10,160	81,483	20,421	6,177	16,204	90	.2878	88
Division 11	.504	792.3	3.1362	290.8	3.1688	4,332,995	3.5026	810,625	361,939	815,439	224,601	150,147	856,217	215,064	22,818	216,126	112	3.4112	109
▲Edmonton		545.8	2.1605	214.2	2.3341	3,339,702	2.6997	662,884	360,835	796,754	218,180	146,773	174,477	152,187	12,307	210,625	125	2.4818	115
St. Albert		35.4	.1401	10.8	.1177	49,590	.0401	7,276	1,104	985	1,492	1,135	8,526	2,398	238	2,827	29	.1180	84
Division 12		94.4	.3736	29.5	.3215	317,702	.2568	70,300	14,594	52,208	10,554	7,963	64,733	15,282	5,463	16,673	69	.3213	86
Division 13		55.8	.2209	19.2	.2092	222,113	.1796	45,740	23,594	27,570	10,529	2,993	50,400	12,686	4,434	10,985	81	.1869	85
Division 14		27.1	.1073	8.9	.0970	92,395	.0747	21,429	11,130	11,815	4,518	1,449	20,097	5,470	1,551	4,913	70	.0952	89
Division 15		132.2	.5233	41.4	.4511	548,345	.4432	84,718	47,298	144,826	22,291	11,365	85,102	34,519	5,386	20,537	85	.4480	86
Province Totals		2,337.7	9.2535	838.4	9.1359	12,567,652	10.1592	2,445,900	1,090,388	2,419,323	702,739	468,802	2,564,737	687,530	87,747	526,854	110	9.7623	105

Alta. ESTIMATES		EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1		610,193	.2117	10,705	28,648	1.3	3.3	2.6	17.6	75.2
Medicine Hat		470,913	.1634	10,951	28,031	1.6	3.6	2.5	15.8	76.5
Division 2		1,267,505	.4397	10,843	30,915	2.4	3.9	3.7	18.0	72.0
Lethbridge		679,354	.2357	11,835	30,602	1.9	2.9	1.7	20.7	72.8
Division 3		314,355	.1091	8,566	26,196	2.2	4.6	3.1	32.0	58.1
Division 4		142,147	.0493	10,851	31,588	1.6	4.4	2.4	8.1	83.5
Division 5		416,689	.1446	10,522	30,866	2.6	5.7	4.8	15.6	71.3
Division 6	.502	9,440,806	3.2754	13,639	36,821	2.1	3.7	3.2	19.6	71.4
▲Calgary		8,492,597	2.9464	13,838	36,828	1.7	3.7	3.3	20.4	70.9
Division 7		427,534	.1483	10,179	28,887	2.6	4.6	3.6	19.2	70.0
Division 8		1,373,953	.4767	10,330	29,233	2.3	3.4	2.9	17.2	74.2
Red Deer		610,995	.2120	11,463	30,550	2.6	2.7	3.3	22.9	68.5
Division 9		284,066	.0985	12,405	31,216	2.5	4.1	1.7	8.2	83.5
Division 10		771,512	.2677	9,352	25,604	4.0	4.3	3.3	18.6	69.8
Division 11	.504	9,991,428	3.4664	12,611	34,258	1.5	2.9	2.6	15.7	77.3
▲Edmonton		7,147,214	2.4797	13,095	33,367	1.4	2.8	2.5	14.4	78.9
St. Albert		449,007	.1558	12,684	41,575	.9	3.9	4.5	37.1	53.6
Division 12		977,770	.3393	10,358	33,145	2.9	6.0	6.4	10.0	74.7
Division 13		511,917	.1776	9,174	26,662	2.4	2.4	2.9	9.9	82.4
Division 14		295,656	.1025	10,910	33,220	1.5	1.9	1.7	2.9	92.0
Division 15		1,212,952	.4209	9,175	29,298	1.6	2.4	2.4	9.4	84.2
Province Totals		28,038,483	9.7277	11,994	33,443	2.0	3.5	3.1	16.6	74.8

SASKATCHEWAN

Sask. ESTIMATES		POPULATION 12/31/84				RETAIL SALES BY STORE GROUP—1984												SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1		34.3	.1358	12.5	.1362	120,300	.0972	21,921	9,811	24,528	3,415	4,727	28,002	5,065	2,502	5,326	72	.1200	88
Division 2		27.3	.1080	10.2	.1112	98,363	.0795	21,235	6,127	19,247	3,746	5,805	25,622	3,853	971	2,732	74	.0996	92
Division 3		20.5	.0812	7.6	.0828	114,251	.0924	22,667	5,302	23,166	2,804	1,701	37,638	3,023	3,738	3,194	114	.0852	105
Division 4		14.7	.0582	5.2	.0566	76,324	.0617	11,883	5,560	13,938	2,876	2,228	14,327	4,533	709	4,124	106	.0575	99
Division 5		42.8	.1694	15.8	.1722	130,363	.1054	40,838	10,514	17,186	3,980	3,412	21,008	6,387	3,386	6,204	62	.1359	80
Division 6	.521	214.3	.8483	80.3	.8750	1,149,418	.9291	267,169	95,013	194,276	50,657	48,408	247,547	46,268	9,878	43,083	110	.9156	108
▲Regina		174.5	.6907	66.2	.7214	978,810	.7912	223,731	71,713	169,864	44,221	47,531	211,246	36,219	8,184	36,822	115	.7681	111
Division 7		53.6	.2121	20.1	.2191	382,812	.3095	86,989	16,851	50,310	14,153	8,970	52,115	13,362	5,197	7,854	146	.2378	112
Moose Jaw		35.1	.1389	13.9	.1515	272,459	.2202	34,929	9,862	36,703	11,110	8,400	45,705	6,157	2,743	3,518	159	.1631	117
Division 8		36.7	.1453	14.0	.1525	164,209	.1327	28,148	13,605	23,188	6,588	7,272	54,256	8,371	1,726	6,032	91	.1468	101
Division 9		45.5	.1801	17.4	.1896	189,034	.1528	39,184	15,888	36,525	10,991	8,096	42,857	8,369	2,746	5,208	85	.1536	85
Division 10		25.4	.1006	9.1	.0992	78,516	.0635	13,838	8,897	16,567	2,914	1,717	15,945	5,217	1,685	4,340	63	.0762	76
Division 11	.526	209.5	.8292	82.0	.8935	964,167	.7794	196,627	75,451	177,526	62,461	38,454	202,435	38,196	5,353	47,321	94	.8389	101
▲Saskatoon		168.2	.6658	68.2	.7432	931,096	.7527	191,210	72,172	173,214	61,535	38,366	192,078	34,377	3,066	45,941	113	.7250	109
Division 12		25.6	.1014	8.7	.0948	118,678	.0959	30,709	11,125	18,501	3,039	3,340	20,326	5,953	1,777	3,502	95	.0923	91
Division 13		29.3	.1160	10.4	.1133	169,117	.1367	36,504	13,886	29,805	6,527	4,061	45,245	5,805	1,845	6,448	118	.1195	103
Division 14		48.8	.1931	17.7	.1929	169,478	.1370	31,571	10,276	34,483	9,686	5,773	49,056	6,226	1,586	7,038	71	.1602	83
Division 15		84.5	.3345	29.2	.3182	357,043	.2886	78,638	22,167	57,459	13,812	11,050	97,161	13,167	4,080	13,238	86	.2995	90
Prince Albert		34.0	.1346	12.4	.1351	195,606	.1581	46,271	9,489	29,171	10,997	9,499	48,859	6,458	436	7,434	117	.1397	104
Division 16		42.7	.1690	15.1	.1645	130,504	.1055	25,137	9,727	26,031	4,717	6,808	32,509	6,555	1,069	3,561	62	.1326	78
Division 17		38.2	.1512	12.5	.1363	146,365	.1183	26,155	4,117	38,391	8,417	2,792	29,738	9,082	1,347	7,311	78	.1340	89
Division 18		22.7	.0899	5.6	.0610	85,902	.0695	22,768	8,975	25,938	809	296	11,668	2,671	454	2,538	77	.0639	71
Province Totals		1,016.4	4.0233	373.4	4.0689	4,644,844	3.7547	1,001,981	343,292	826,935	211,592	164,910	1,027,455	192,104	50,049	179,054	93	3.8691	96

Sask.
S&MM ESTIMATES

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1984 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over A	B	C	D	E
Division 1		368,117	.1278	10,732	29,449	2.5	3.4	3.2	20.1	70.8
Division 2		311,734	.1081	11,419	30,562	2.7	5.0	3.8	27.1	61.4
Division 3		237,346	.0824	11,578	31,230	4.9	6.4	4.6	20.7	63.4
Division 4		158,254	.0549	10,766	30,433	2.1	2.1	2.2	18.9	74.7
Division 5		405,748	.1407	9,480	25,680	2.8	5.0	3.5	12.1	76.6
Division 6	.521	2,692,663	.9342	12,565	33,533	2.2	2.8	3.0	19.3	72.7
▲Regina		2,262,791	.7851	12,967	34,181	2.3	2.8	2.4	16.0	76.5
Division 7		591,274	.2052	11,031	29,417	3.0	3.7	3.2	17.9	72.2
Moose Jaw		399,117	.1385	11,371	28,713	1.1	2.0	1.4	15.2	80.3
Division 8		449,579	.1559	12,250	32,113	2.1	4.5	3.9	20.3	69.2
Division 9		412,767	.1432	9,072	23,722	4.5	6.3	6.0	23.8	59.4
Division 10		214,044	.0743	8,427	23,521	6.5	5.2	6.2	28.5	53.6
Division 11	.526	2,532,462	.8786	12,088	30,884	2.4	3.7	3.2	19.3	71.4
▲Saskatoon		2,109,887	.7320	12,544	30,937	2.0	2.9	2.7	19.1	73.3
Division 12		248,882	.0864	9,722	28,607	3.8	3.4	2.5	11.8	78.5
Division 13		319,167	.1107	10,893	30,689	1.5	2.4	2.2	8.5	85.4
Division 14		463,783	.1609	9,504	26,202	2.1	3.3	3.4	9.7	81.5
Division 15		841,690	.2920	9,961	28,825	3.1	4.5	4.4	13.2	74.8
Prince Albert		376,577	.1306	11,076	30,369	4.3	4.9	3.7	10.0	77.1
Division 16		387,251	.1344	9,069	25,646	4.1	4.9	5.1	22.7	63.2
Division 17		392,977	.1363	10,287	31,438	3.6	5.0	5.4	24.3	61.7
Division 18		145,192	.0504	6,396	25,927	1.5	1.0	.7	3.4	93.4
Province Totals		11,172,930	3.8764	10,993	29,922	2.8	3.9	3.6	18.3	71.4

MANITOBA

Man.
S&MM ESTIMATES

County City	Metro Area Code	POPULATION 12/31/84 Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1984 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ ADVERTISING INDEXES Sales Activity	Buying Power	Quality
Division 1		17.0	.0673	6.3	.0686	37,680	.0304	9,514	5,940	7,823	173	755	3,935	4,765	575	1,600	45	.0529	79
Division 2		39.9	.1579	11.9	.1297	194,204	.1570	32,720	12,806	24,392	7,163	4,042	67,339	13,880	2,358	6,799	99	.1408	89
Division 3		38.1	.1508	12.5	.1362	202,879	.1640	38,572	9,052	44,483	9,891	8,414	47,280	15,578	4,378	9,164	109	.1345	89
Division 4		11.6	.0459	3.9	.0425	21,493	.0174	6,437	1,519	2,907	672	2,100	3,276	2,124	255	926	38	.0320	70
Division 5		17.7	.0701	6.6	.0719	51,390	.0415	8,748	1,718	4,834	2,163	2,300	17,404	3,054	612	2,269	59	.0547	78
Division 6		11.4	.0451	4.1	.0447	22,986	.0186	6,105	1,882	3,441	1,209	1,138	3,521	2,616	290	1,108	41	.0319	71
Division 7		56.1	.2221	21.6	.2354	432,157	.3494	81,287	31,761	92,279	22,248	19,110	85,812	35,381	3,749	11,792	157	.2605	117
Brandon		38.0	.1504	15.2	.1656	344,242	.2783	61,973	19,944	77,248	19,574	16,369	73,395	15,881	2,487	11,239	185	.1920	128
Division 8		15.6	.0618	4.9	.0534	33,995	.0274	7,071	3,562	5,822	803	1,630	7,557	3,884	486	522	44	.0415	67
Division 9		23.7	.0938	8.1	.0882	140,043	.1132	30,332	15,244	21,540	6,824	5,745	24,832	12,279	1,211	4,635	121	.0946	101
Division 10		7.4	.0293	2.0	.0218	18,291	.0148	2,086	2,397	3,542	0	587	4,761	2,009	168	522	51	.0216	74
Division 11	.537	586.6	2.3219	234.3	2.5531	2,973,962	2.4041	736,903	241,795	527,314	121,364	103,521	499,105	210,893	4,172	85,162	104	2.4703	106
▲Winnipeg		586.6	2.3220	234.3	2.5531	2,973,962	2.4040	736,903	241,795	527,314	121,364	103,521	499,105	210,893	4,172	85,162	104	2.4704	106
Division 12		15.7	.0622	5.3	.0578	54,262	.0438	12,895	10,958	7,436	931	3,450	9,358	4,232	964	3,836	70	.0561	90
Division 13		31.5	.1247	10.5	.1144	133,291	.1078	43,335	5,158	5,796	8,014	6,765	17,452	15,420	1,853	11,255	86	.1175	94
Division 14		14.9	.0589	4.7	.0512	37,997	.0307	13,965	2,897	4,087	217	804	944	5,541	1,334	6,418	52	.0471	80
Division 15		25.8	.1022	10.0	.1090	114,214	.0923	21,261	5,788	26,429	5,986	2,837	22,056	11,473	2,269	6,911	90	.0928	91
Division 16		11.8	.0467	4.3	.0469	19,957	.0161	5,261	1,123	3,268	1,101	963	3,828	1,622	270	744	34	.0307	66
Division 17		28.9	.1144	10.8	.1176	104,201	.0843	24,772	5,584	21,431	4,225	4,449	20,812	9,836	655	2,688	74	.0941	82
Division 18		24.5	.0970	8.6	.0938	41,229	.0333	9,970	2,508	9,173	711	1,217	6,233	4,381	1,726	2,023	34	.0646	67
Division 19		11.9	.0471	2.7	.0294	18,314	.0148	3,939	2,016	5,737	271	388	2,505	1,494	377	352	31	.0227	48
Division 20		12.9	.0510	4.9	.0534	27,636	.0223	4,429	1,665	8,405	1,140	758	4,666	3,217	403	1,239	44	.0373	73
Division 21		24.7	.0978	8.0	.0871	87,433	.0707	16,062	5,373	20,909	5,557	3,913	12,262	5,198	1,055	4,052	72	.0865	88
Division 22		27.7	.1096	7.0	.0763	57,444	.0465	17,044	3,471	10,698	1,157	1,078	11,317	3,783	548	2,300	42	.0757	69
Division 23		9.8	.0388	2.8	.0305	16,560	.0133	2,882	1,806	8,716	284	251	1,053	560	64	308	34	.0272	70
Province Totals		1,065.2	4.2164	395.8	4.3129	4,841,618	3.9137	1,135,590	376,023	864,662	202,104	176,215	877,308	373,220	29,772	166,425	93	4.0876	97

Two Markets
that every sales oriented advertiser should know about

Regina

Saskatoon

With retail sales per capita that are hard to beat.
And a whole bunch of "sell-more" reasons
we'd like to tell you about.

Howard Lowe
(306) 565-8260

In the east: Don Antill (416) 477-8025
In the west: Vern Rumford (604) 669-0014

Noreen Matthews
(306) 664-8268

LeaderPost StarPhoenix

Man.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME—1984

% of Households by EBI Group:
(A) $0-$4,999
(B) $5,000-$7,999
(C) $8,000-$9,999
(D) $10,000-$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1		174,555	.0605	10,268	27,707	3.3	1.7	1.3	11.3	82.4
Division 2		357,671	.1241	8,964	30,056	4.5	4.2	4.4	15.3	71.6
Division 3		318,548	.1105	8,361	25,484	6.8	3.5	6.5	13.4	69.8
Division 4		101,549	.0353	8,754	26,038	4.6	5.3	6.3	7.2	76.6
Division 5		162,502	.0564	9,181	24,622	7.7	9.3	10.8	7.5	64.7
Division 6		98,955	.0343	8,680	24,135	3.2	8.6	7.6	28.2	52.4
Division 7		641,782	.2226	11,440	29,712	4.1	7.3	10.1	14.6	63.9
Brandon		451,870	.1568	11,891	29,728	2.8	6.7	7.8	14.9	67.8
Division 8		120,685	.0419	7,736	24,630	28.5	6.1	8.2	17.1	40.1
Division 9		240,976	.0836	10,168	29,750	3.3	5.0	6.9	25.0	59.8
Division 10		65,289	.0227	8,823	37,645	2.7	2.9	1.7	25.3	67.4
Division 11	.537	7,406,569	2.5696	12,626	31,611	3.6	4.0	3.8	26.1	62.5
▲Winnipeg		7,406,569	2.5696	12,626	31,611	3.6	4.0	3.8	26.1	62.5
Division 12		175,225	.0608	11,161	33,061	6.6	2.9	3.8	21.5	65.2
Division 13		347,530	.1206	11,033	33,098	5.0	4.1	2.8	32.6	55.5
Division 14		150,612	.0522	10,108	32,045	5.8	5.2	4.8	11.9	73.1
Division 15		257,802	.0895	9,992	25,780	9.9	9.3	6.9	24.9	49.0
Division 16		94,963	.0329	8,048	22,084	13.7	12.9	11.0	12.7	49.7
Division 17		264,620	.0918	9,156	24,502	3.5	19.0	8.3	28.2	41.0
Division 18		203,017	.0705	8,286	23,607	6.5	3.5	4.2	22.3	63.5
Division 19		50,738	.0176	4,264	18,792	2.8	4.9	1.6	6.2	84.3
Division 20		117,672	.0408	9,122	24,015	6.9	13.5	7.[illegible]	18.4	53.8
Division 21		263,523	.0914	10,669	32,940	1.1	2.3	2.5	5.5	88.6
Division 22		229,500	.0796	8,285	32,786	.5	.7	.9	4.4	93.5
Division 23		89,526	.0311	9,135	31,974	1.1	2.8	2.6	10.1	83.4
Province Totals		11,933,809	4.1403	11,203	30,151	4.4	5.0	4.7	22.5	63.4

ONTARIO

Ont.
S&MM ESTIMATES

		POPULATION 12/31/84				RETAIL SALES BY STORE GROUP—1984											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Algoma Terr. Dist.	.527	141.0	.5582	48.7	.5306	711,222	.5749	190,250	65,358	107,999	32,298	26,717	98,108	47,895	5,275	22,135	103	.5587	100
△Sault Ste. Marie		83.1	.3289	29.3	.3193	558,135	.4512	148,229	44,070	89,590	27,879	23,728	83,224	31,840	3,381	16,766	137	.3688	112
Brant	.501	107.6	.4259	38.8	.4228	405,538	.3278	102,511	30,095	52,647	24,792	21,885	76,853	28,257	1,988	11,604	77	.3880	91
△Brantford		77.5	.3068	28.8	.3138	335,218	.2710	90,918	24,866	38,326	22,254	16,177	65,936	19,172	1,534	9,410	88	.2911	95
Bruce		64.4	.2549	23.3	.2539	482,962	.3904	119,343	44,464	37,902	21,133	26,045	89,784	41,868	10,164	20,765	153	.2914	114
Cochrane Terr. Dist.		98.7	.3907	33.4	.3640	283,805	.2294	75,591	23,276	38,446	16,169	10,508	53,993	16,832	3,553	9,230	59	.3302	85
Timmins		48.0	.1900	16.7	.1820	137,840	.111[illegible]	42,868	11,670	16,361	9,822	6,133	23,325	5,627	1,449	4,583	59	.1619	85
Dufferin		33.4	.1322	10.9	.1188	86,948	.0703	24,804	6,425	4,689	4,213	3,165	30,212	9,252	825	3,247	53	.1094	83
Dundas		19.7	.0780	6.9	.0752	43,952	.0355	9,154	3,695	2,397	1,165	1,067	14,156	6,981	239	993	46	.0640	82
Durham Reg. Mun.	.516	312.5	1.2370	104.9	1.1430	1,997,591	1.6148	480,982	145,389	325,879	70,611	47,954	376,174	154,560	32,325	60,025	131	1.3984	113
Ajax		29.3	.1160	9.8	.1068	163,866	.1325	57,803	11,632	18,345	6,994	5,418	25,166	12,653	997	6,047	114	.1289	111
Newcastle		32.2	.1275	10.4	.1133	192,312	.1555	51,377	20,694	8,673	5,115	6,047	44,464	16,936	1,115	6,311	122	.1358	107
△Oshawa		124.8	.4940	43.7	.4762	854,594	.6908	208,020	60,897	175,522	44,986	24,805	160,816	31,701	18,088	24,547	140	.5712	116
Pickering		46.6	.1845	14.0	.1526	69,457	.0561	23,639	9,245	2,489	1,006	2,653	10,208	3,682	191	4,363	30	.1549	84
Whitby		44.1	.1746	15.0	.1635	526,512	.4256	110,700	23,125	101,404	11,575	8,127	119,844	52,929	5,644	10,079	244	.2623	150
Elgin		70.4	.2786	24.7	.2692	283,043	.2288	66,024	21,161	18,001	12,086	10,114	84,344	28,335	2,060	7,265	82	.2528	91
St. Thomas		29.0	.1148	11.0	.1199	151,851	.1228	38,860	10,454	12,444	8,654	5,446	43,623	8,899	873	4,713	107	.1158	101
Essex	.536	316.7	1.2536	115.5	1.2586	1,775,915	1.4356	428,045	173,256	218,299	97,748	83,518	362,532	122,451	9,274	67,890	115	1.3104	105
▲Windsor		190.4	.7537	73.5	.8009	1,507,501	1.2186	368,659	153,364	208,521	90,050	72,867	293,637	100,893	5,567	57,192	162	.9038	120
Frontenac	.510	114.3	.4525	43.7	.4761	764,176	.6177	182,156	52,559	113,002	41,102	29,516	140,797	70,440	2,379	27,570	137	.5128	113
△Kingston		53.0	.2098	24.1	.2626	409,757	.3312	99,920	43,309	44,555	36,454	21,147	57,364	27,554	1,474	15,553	158	.2568	122
Glengarry		21.9	.0867	7.4	.0807	68,382	.0553	15,366	7,937	2,856	2,893	1,382	18,520	7,597	864	509	64	.0762	88
Granville		28.4	.1124	10.1	.1100	70,957	.0574	17,838	6,428	5,792	2,737	3,699	14,673	8,358	829	2,292	51	.0969	8[illegible]
Grey		76.2	.3016	28.4	.3095	475,579	.3844	110,903	31,795	49,765	23,397	22,572	111,695	43,106	7,335	19,447	127	.3101	103
Haldimand-Norfolk Reg. Mun.		92.6	.3666	32.9	.3585	587,943	.4753	143,498	43,648	34,564	26,052	23,304	172,602	44,183	6,932	18,764	130	.3969	108
Haliburton		12.2	.0483	4.9	.0534	96,785	.0782	22,212	1,210	13,327	2,824	2,673	18,872	12,950	426	5,049	162	.0534	111
Halton Reg. Mun.	.532	268.7	1.0636	91.2	.9938	1,828,655	1.4782	397,416	149,549	167,247	90,849	57,768	504,833	142,297	10,224	90,964	139	1.3214	124
Burlington		120.4	.4766	42.3	.4609	935,108	.7559	218,913	67,926	122,587	51,927	25,760	240,290	65,537	4,408	45,731	159	.6258	131
Halton Hills		34.9	.1381	11.4	.1242	228,882	.1850	45,507	26,114	10,340	10,350	8,461	71,905	14,640	1,508	10,718	134	.1603	116
Milton		34.1	.1350	10.6	.1155	120,216	.0972	21,915	11,591	2,166	5,218	1,786	40,365	11,248	342	5,021	72	.1310	97
Oakville		79.3	.3139	26.9	.2931	544,449	.4401	111,081	43,918	32,154	23,354	21,761	152,273	50,872	3,966	29,494	140	.4043	129
Hamilton-Wentworth Reg. Mun.	.507	421.9	1.6700	159.2	1.7348	2,084,030	1.6847	555,506	170,449	341,885	93,475	85,172	322,392	154,874	10,956	78,185	101	1.7103	102
▲Hamilton		308.5	1.2212	121.4	1.3229	1,793,022	1.4494	433,700	141,862	320,434	86,121	78,902	291,870	128,766	8,804	64,075	119	1.3083	107
Stoney Creek		43.1	.1706	14.2	.1547	139,616	.1129	49,393	20,872	2,609	2,715	2,384	29,630	13,014	411	5,088	66	.1547	91
Hastings		111.4	.4410	41.2	.4489	488,026	.3945	111,226	33,692	53,982	21,606	16,332	125,377	39,169	2,870	16,725	89	.4094	93
Belleville		35.8	.1417	14.7	.1602	191,627	.1549	42,233	13,984	21,519	11,586	9,768	47,305	9,170	1,028	7,600	109	.1493	105
Huron		57.3	.2268	20.3	.2212	354,946	.2869	75,087	22,073	39,049	13,693	13,226	109,307	21,355	4,630	9,688	126	.2349	104
Kenora Terr. Dist.		61.6	.2438	20.9	.2278	215,664	.1743	26,959	13,014	27,574	6,249	4,077	27,767	17,671	1,607	4,485	71	.2082	85
Kent		108.8	.4307	39.6	.4315	559,581	.4524	130,257	43,115	54,736	27,890	27,997	125,938	51,568	3,406	31,767	105	.4285	99
Chatham		43.3	.1714	16.1	.1754	293,379	.2372	68,605	28,985	44,194	19,162	15,238	58,635	17,676	1,132	17,474	138	.1886	110
Lambton	.525	129.5	.5126	47.5	.5176	383,936	.3103	91,351	32,455	56,051	18,906	14,054	80,341	24,282	2,267	13,070	61	.4759	93
△Sarnia		49.0	.1940	20.3	.2212	245,053	.1981	57,233	16,862	38,521	13,504	11,211	57,349	9,342	966	6,452	102	.2149	111
Lanark		50.1	.1983	18.3	.1994	143,147	.1157	26,678	7,892	13,974	5,845	3,642	38,764	12,656	1,662	4,505	58	.1731	87
Leeds		56.7	.2244	21.4	.2332	168,904	.1366	30,581	13,845	16,708	5,255	5,161	41,030	16,545	1,538	5,845	61	.1977	88
Lennox & Addington		35.0	.1386	12.1	.1318	96,254	.0778	24,089	7,594	8,060	3,916	2,802	19,843	14,630	951	3,600	56	.1139	82
Manitoulin Terr. Dist.		11.6	.0459	4.1	.0447	68,541	.0554	10,307	2,772	13,468	751	1,842	15,262	7,357	1,515	3,318	121	.0413	90
Middlesex	.512	329.2	1.3031	129.3	1.4090	2,374,212	1.9192	576,824	223,874	343,544	119,176	81,314	464,306	160,777	9,981	62,321	147	1.5377	118
▲London		264.9	1.0486	108.2	1.1790	2,198,679	1.7773	540,609	216,040	328,210	115,701	76,967	424,943	145,970	8,072	53,703	169	1.3248	126
Muskoka Dist. Mun.		40.6	.1607	15.6	.1700	396,774	.3207	107,633	38,860	29,460	15,213	10,876	68,123	46,318	4,385	15,484	200	.2043	127
Niagara Reg. Mun.	.522	373.9	1.4800	138.3	1.5070	1,491,502	1.2057	376,973	155,045	181,495	79,548	54,680	285,015	101,425	6,995	50,900	81	1.4081	95
Fort Erie		24.4	.0966	10.3	.1122	75,146	.0607	19,739	14,123	3,177	2,086	3,168	13,574	4,850	474	3,763	63	.0862	89
▲Niagara Falls		72.8	.2882	26.9	.2931	330,307	.2670	81,554	57,779	29,437	13,605	11,755	54,351	21,952	1,331	15,696	93	.2802	97
Port Colborne		18.5	.0732	7.0	.0763	97,865	.0791	32,097	7,779	8,362	4,656	3,140	18,817	6,801	499	3,738	108	.0739	101
▲St. Catharines		125.7	.4976	47.7	.5198	667,238	.5394	167,954	47,275	119,038	45,708	23,325	123,756	42,565	2,988	14,001	108	.5214	105
Welland		46.2	.1829	17.0	.1852	239,466	.1936	59,147	16,599	15,294	12,218	10,720	56,743	20,626	409	9,233	106	.1835	100

Ont. (cont.)
S&MM ESTIMATES

		POPULATION 12/31/84				RETAIL SALES BY STORE GROUP—1984											SALES/ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Nipissing Terr. Dist.	.515	81.5	.3226	28.8	.3138	433,514	.3505	102,396	43,611	60,752	19,206	14,863	86,087	39,043	2,733	10,955	109	.3172	98
△North Bay		52.5	.2078	19.0	.2070	314,493	.2542	76,103	27,446	50,713	13,794	11,988	60,973	25,504	1,999	7,860	122	.2210	106
Northumberland		68.3	.2704	24.7	.2692	379,525	.3067	95,994	32,044	29,506	14,607	14,786	70,545	54,617	3,898	8,452	113	.2807	104
Ottawa-Carleton Reg. Mun.	.517	590.8	2.3386	234.8	2.5585	3,007,819	2.4315	719,602	291,962	539,848	152,566	103,096	491,896	151,462	20,815	92,733	104	2.7684	118
▲Ottawa		299.5	1.1855	136.8	1.4907	2,460,046	1.9886	548,691	250,964	448,422	148,077	88,267	422,604	90,909	10,568	67,782	168	1.6899	143
Oxford		87.6	.3467	30.7	.3346	499,064	.4034	107,429	35,468	44,444	20,918	21,665	149,973	46,653	4,083	12,121	116	.3558	103
Woodstock		26.9	.1065	10.2	.1111	250,044	.2021	63,163	16,349	27,796	12,607	9,300	70,015	17,834	1,588	6,821	190	.1359	128
Parry Sound Terr. Dist.		35.1	.1390	13.2	.1438	133,694	.1081	31,917	9,152	8,262	3,019	3,406	30,318	19,613	1,818	3,197	78	.1167	84
Peel Reg. Mun.	.532	558.1	2.2091	178.0	1.9396	2,668,376	2.1570	702,456	266,112	162,867	92,972	91,653	617,769	268,206	14,793	122,679	98	2.3715	107
Brampton		181.4	.7180	55.3	.6026	878,617	.7102	231,379	54,351	62,457	36,282	27,863	216,394	94,617	4,474	40,616	99	.7469	104
Caledon		28.3	.1120	8.5	.0926	146,556	.1185	45,326	11,936	7,584	3,364	3,714	30,854	12,937	543	9,395	106	.1231	110
Mississauga		348.4	1.3791	114.2	1.2444	1,643,203	1.3283	425,751	199,825	92,826	53,326	60,076	370,521	160,652	9,776	72,668	96	1.5015	109
Perth		67.7	.2680	24.4	.2659	317,926	.2570	94,520	27,112	36,906	19,471	14,339	18,506	38,899	2,776	11,175	96	.2619	98
Stratford		27.4	.1085	11.0	.1199	216,224	.1748	66,839	19,085	30,604	13,033	8,467	10,914	22,151	1,472	8,218	161	.1334	123
Peterborough	.518	106.0	.4196	40.4	.4403	804,488	.6503	196,889	66,265	116,376	37,941	33,581	149,349	58,114	3,921	22,693	155	.4855	116
△Peterborough		62.3	.2466	25.0	.2724	644,055	.5206	165,755	39,664	108,554	36,258	28,568	117,151	31,329	3,505	18,465	211	.3342	136
Prescott		31.2	.1235	10.7	.1165	138,607	.1121	30,758	15,123	15,510	9,715	5,096	26,835	14,245	1,741	1,889	91	.1146	93
Prince Edward		22.5	.0891	8.2	.0894	89,802	.0725	24,767	4,882	5,152	3,106	1,951	27,023	9,262	85[illegible]	2,066	81	.0816	92
Rainy River Terr. Dist.		24.0	.0950	8.7	.0948	74,928	.0606	20,038	5,721	6,045	3,679	3,070	15,990	6,028	507	2,499	64	.0831	87
Renfrew		90.2	.3570	31.7	.3454	639,967	.5173	161,573	26,308	57,452	32,899	19,710	170,478	59,029	4,910	25,885	145	.3920	110
Russell	.517	26.0	.1029	8.1	.0883	101,969	.0825	21,828	7,970	14,574	2,484	5,413	33,026	5,808	450	957	80	.0944	92
Simcoe		238.6	.9445	83.6	.9131	1,505,011	1.2166	358,063	142,322	166,662	52,251	56,766	338,508	113,422	19,117	55,873	129	1.0181	108
Barrie		42.0	.1663	15.3	.1667	551,391	.4457	118,163	35,280	66,072	19,797	21,238	161,466	31,580	3,952	18,123	268	.2558	154
Orillia		23.9	.0946	9.1	.0992	253,330	.2048	67,353	21,784	39,989	11,084	11,446	49,862	15,430	2,122	10,432	216	.1252	132
Stormont		64.0	.2533	23.3	.2539	376,907	.3046	94,350	31,125	45,228	18,534	16,216	71,762	30,259	948	12,342	120	.2538	100
Cornwall		47.3	.1872	17.7	.1929	341,651	.2762	79,742	27,109	44,177	18,412	15,460	65,158	25,188	834	12,010	148	.2039	109
Sudbury Reg. Mun.	.529	158.0	.6255	54.7	.5961	708,178	.5725	194,693	59,342	79,056	39,609	26,103	143,132	49,880	3,753	18,035	92	.5850	94
▲Sudbury		90.0	.3563	33.9	.3694	616,943	.4987	169,840	47,966	76,302	36,923	22,341	125,989	38,692	2,857	14,961	140	.3965	111
Sudbury Terr. Dist.		27.5	.1088	9.2	.1013	63,809	.0516	20,542	4,532	9,202	1,686	925	4,606	10,084	761	1,956	47	.0811	75
Thunder Bay Terr. Dist.	.531	155.2	.6143	56.2	.6124	823,749	.6659	211,087	66,275	126,634	29,550	20,753	148,329	67,921	3,397	34,664	108	.6575	107
▲Thunder Bay		112.3	.4445	42.2	.4598	661,539	.5348	182,525	44,145	102,106	26,419	16,997	120,996	42,592	2,864	30,999	120	.4987	112
Timiskaming Terr. Dist.		42.7	.1691	15.6	.1700	194,432	.1571	58,092	15,959	14,503	10,954	5,699	39,228	18,284	2,090	6,341	93	.1567	93
Toronto Met. Mun.	.532	2,161.2	8.5548	836.9	9.1196	10,013,794	8.0948	2,348,525	1,141,463	1,311,146	580,630	358,383	2,076,330	605,254	42,028	400,361	95	9.4931	111
▲Toronto		579.2	2.2927	255.3	2.7820	3,985,875	3.2220	870,954	616,547	669,750	301,635	173,234	650,862	146,186	17,303	139,876	141	2.9699	130
Victoria		51.9	.2054	19.7	.2146	403,966	.3265	111,567	30,129	25,264	14,847	18,432	83,634	33,351	5,422	13,917	159	.2350	114
Waterloo Reg. Mun.	.511	319.4	1.2643	116.2	1.2662	2,369,333	1.9153	499,569	187,710	372,900	120,966	94,449	558,964	185,334	10,816	56,916	151	1.4848	117
△Cambridge		81.2	.3214	27.9	.3040	501,497	.4054	121,797	49,439	25,753	21,047	18,958	136,358	36,553	2,452	14,576	126	.3395	106
▲Kitchener		146.4	.5795	55.3	.6026	1,305,227	1.0551	236,330	91,918	274,119	82,642	56,730	295,625	95,475	3,225	31,728	182	.7374	127
Waterloo		51.8	.2050	20.8	.2267	395,759	.3199	110,238	34,350	55,012	14,540	12,667	84,559	25,717	2,546	9,689	156	.2629	128
Wellington	.505	137.1	.5427	49.1	.5351	687,950	.5561	145,609	56,115	84,915	37,591	28,183	163,584	74,174	4,183	32,754	102	.5541	102
△Guelph		75.9	.3004	28.9	.3149	515,188	.4165	123,179	37,004	66,600	35,107	24,012	119,321	35,464	1,425	23,693	139	.3499	116
York Reg. Mun.	.532	313.1	1.2394	99.0	1.0788	1,388,108	1.1221	311,360	82,251	59,245	38,545	45,297	465,349	142,298	7,263	69,473	91	1.3535	109
Markham		102.7	.4065	31.4	.3422	271,875	.2198	98,495	10,107	13,892	10,367	10,547	68,127	27,285	1,936	12,215	54	.4233	104
Newmarket		36.0	.1425	11.4	.1242	133,579	.1080	39,637	4,241	13,886	8,564	6,257	28,675	11,809	659	5,713	76	.1383	97
Richmond Hill		42.7	.1690	14.7	.1602	245,604	.1985	58,221	9,444	5,950	8,364	11,286	77,742	31,058	2,073	12,172	117	.2008	119
Province Totals		9,024.0	35.7283	3,299.7	35.9562	46,613,966	37.6808	11,193,288	4,219,978	5,765,462	2,239,340	1,696,897	9,862,934	3,555,239	310,537	1,687,575	105	38.2104	107

Ont.
S&MM ESTIMATES

		EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Algoma Terr. Dist.	.527	1,583,311	.5494	11,229	32,512	1.9	1.1	.8	4.3	91.9
△Sault Ste. Marie		965,443	.3353	11,630	32,984	.3	1.0	.3	6.0	92.4
Brant	.501	1,178,616	.4089	10,954	30,377	3.0	3.8	3.0	19.3	70.9
△Brantford		855,837	.2969	11,043	29,717	3.1	1.7	1.1	13.8	80.3
Bruce		710,869	.2466	11,038	30,509	7.1	6.9	6.6	15.6	63.8
Cochrane Terr. Dist.		1,056,320	.3665	10,702	31,626	3.4	2.4	1.8	7.7	84.7
Timmins		521,561	.1810	10,866	31,231	3.4	2.7	.9	13.2	79.8
Dufferin		356,563	.1237	10,676	32,712	1.8	2.4	2.5	7.1	86.2
Dundas		217,110	.0753	11,021	31,465	.9	2.3	2.0	8.7	86.1
Durham Reg. Mun.	.516	3,842,748	1.3332	12,297	36,632	1.5	1.5	1.3	11.1	84.6
Ajax		379,978	.1318	12,969	38,773	1.0	.3	.2	4.8	93.7
Newcastle		367,289	.1274	11,406	35,316	1.2	.5	.8	24.6	72.9
△Oshawa		1,528,213	.5302	12,245	34,971	2.7	2.5	2.5	13.3	79.0
Pickering		583,358	.2024	12,518	41,668	.8	.3	.2	3.5	95.2
Whitby		574,990	.1995	13,038	38,333	.6	2.0	.7	11.9	84.8
Elgin		740,566	.2569	10,519	29,982	3.9	3.3	3.0	16.8	73.0
St. Thomas		323,080	.1121	11,141	29,371	2.3	3.8	5.8	11.9	76.2
Essex	.536	3,626,548	1.2582	11,451	31,399	3.2	2.9	2.1	7.4	84.4
▲Windsor		2,233,667	.7749	11,731	30,390	2.9	1.6	2.1	11.2	82.2
Frontenac	.510	1,366,258	.4740	11,953	31,264	3.6	4.8	4.4	16.0	71.2
△Kingston		665,518	.2309	12,557	27,615	3.0	5.8	5.6	22.2	63.4
Glengarry		243,251	.0844	11,107	32,872	6.2	4.9	4.5	14.5	69.9
Grenville		329,488	.1143	11,602	32,623	1.5	1.1	.8	20.4	76.2
Grey		774,778	.2688	10,168	27,281	7.9	5.8	5.8	27.3	53.2

		EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Haldimand-Norfolk Reg. Mun.		1,044,157	.3623	11,276	31,737	4.8	6.5	5.3	23.2	60.2
Haliburton		116,448	.0404	9,545	23,765	10.2	10.6	9.3	19.4	50.5
Halton Reg. Mun.	.532	3,834,519	1.3304	14,271	42,045	1.2	1.2	1.1	11.8	84.7
Burlington		1,750,831	.6074	14,542	41,391	.9	.7	.6	8.5	89.3
Halton Hills		444,726	.1543	12,743	39,011	1.3	1.2	1.6	13.7	82.2
Milton		431,540	.1497	12,655	40,711	1.5	1.3	1.7	11.6	83.9
Oakville		1,207,422	.4189	15,226	44,886	1.7	1.9	1.4	16.3	78.7
Hamilton-Wentworth Reg. Mun.	.507	5,020,650	1.7418	11,900	31,537	3.7	2.4	1.8	14.4	77.7
▲Hamilton		3,627,382	1.2585	11,758	29,880	4.5	2.8	2.1	15.5	75.1
Stoney Creek		499,867	.1734	11,598	35,202	1.7	1.7	1.5	13.4	81.7
Hastings		1,169,578	.4058	10,499	28,388	3.6	4.2	4.8	16.2	71.2
Belleville		429,477	.1490	11,997	29,216	4.3	3.1	1.6	26.1	64.9
Huron		596,923	.2071	10,418	29,405	9.3	9.9	5.0	25.7	50.1
Kenora Terr. Dist.		617,144	.2141	10,019	29,528	5.4	2.5	1.1	9.3	81.7
Kent		1,191,572	.4134	10,952	30,090	4.0	4.0	3.0	16.5	72.5
Chatham		479,615	.1664	11,077	29,790	3.5	2.6	2.2	26.9	64.8
Lambton	.525	1,615,411	.5605	12,474	34,009	2.7	2.3	1.7	6.8	86.5
△Sarnia		672,768	.2334	13,730	33,141	2.4	1.5	2.2	7.7	86.2
Lanark		569,293	.1975	11,363	31,109	3.9	4.8	4.0	18.4	68.9
Leeds		644,796	.2237	11,372	30,131	2.2	3.6	4.1	27.8	62.3
Lennox & Addington		362,646	.1258	10,361	29,971	2.1	5.2	4.3	24.1	64.3
Manitoulin Terr. Dist.		88,653	.0307	7,643	21,623	18.6	9.9	10.4	35.3	25.8

Ont. (cont.)

ESTIMATES

		EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Middlesex	.512	4,043,357	1.4028	12,282	31,271	3.5	3.5	3.2	23.7	66.1
▲London		3,354,463	1.1638	12,663	31,002	3.2	3.0	1.6	27.6	64.6
Muskoka Dist. Mun.		437,418	.1518	10,774	28,040	6.8	3.0	3.8	24.2	62.2
Niagara Reg. Mun.	.522	4,325,602	1.5007	11,569	31,277	3.4	2.9	2.2	14.7	76.8
Fort Erie		280,649	.0974	11,502	27,247	4.3	.4	.1	6.3	88.9
▲Niagara Falls		821,128	.2849	11,279	30,525	3.4	1.8	1.3	12.4	81.1
Port Colborne		204,585	.0710	11,059	29,226	2.0	2.2	2.4	7.5	85.9
▲St. Catharines		1,499,384	.5202	11,928	31,434	3.4	5.5	4.3	9.0	77.8
Welland		511,919	.1776	11,080	30,113	4.3	1.1	.7	2.9	91.0
Nipissing Terr. Dist.	.515	850,261	.2950	10,433	29,523	4.7	4.0	3.2	17.1	71.0
△North Bay		594,703	.2063	11,328	31,300	6.7	5.7	4.4	16.5	66.7
Northumberland		776,044	.2693	11,362	31,419	5.2	3.1	2.6	18.6	70.5
Ottawa-Carleton Reg. Mun.	.517	9,058,201	3.1426	15,332	38,578	2.4	3.2	2.9	17.3	74.2
▲Ottawa		4,935,869	1.7124	16,480	36,081	3.2	1.9	2.8	26.2	65.9
Oxford		953,585	.3308	10,886	31,061	3.5	3.6	3.3	21.5	68.1
Woodstock		311,149	.1080	11,567	30,505	.2	1.2	.5	33.9	64.2
Parry Sound Terr. Dist.		325,403	.1129	9,271	24,652	8.3	5.9	5.3	46.0	34.5
Peel Reg. Mun.	.532	7,393,707	2.5652	13,248	41,538	1.0	1.5	1.7	14.4	81.4
Brampton		2,249,705	.7805	12,402	40,682	1.2	1.7	2.1	8.8	86.2
Caledon		375,676	.1303	13,275	44,197	.7	1.1	.4	38.3	59.5
Mississauga		4,768,326	1.6543	13,686	41,754	.9	1.5	1.6	15.3	80.7
Perth		756,552	.2625	11,175	31,006	6.1	6.6	6.5	26.6	54.2
Stratford		341,828	.1186	12,475	31,075	2.5	2.3	1.8	28.2	65.2
Peterborough	.518	1,189,846	.4128	11,225	29,452	5.3	4.8	3.4	20.9	65.6
△Peterborough		741,914	.2574	11,909	29,677	3.3	5.5	3.0	5.9	82.3
Prescott		324,693	.1126	10,407	30,345	4.6	2.2	1.7	35.9	55.6
Prince Edward		242,131	.0841	10,761	29,528	4.3	6.5	1.8	19.3	68.1
Rainy River Terr. Dist.		264,406	.0917	11,017	30,391	2.6	1.3	.9	9.1	86.1
Renfrew		953,528	.3308	10,571	30,080	5.6	4.7	4.8	16.9	68.0
Russell	.517	283,026	.0982	10,886	34,941	3.2	1.1	1.5	16.7	77.5
Simcoe		2,676,061	.9284	11,216	31,934	3.4	5.0	4.1	21.2	66.3
Barrie		511,987	.1776	12,190	33,463	4.6	5.2	7.4	19.9	62.9
Orillia		258,752	.0898	10,826	28,434	12.2	8.5	4.4	10.2	64.7
Stormont		644,274	.2236	10,067	27,651	6.4	4.4	3.1	28.9	57.2
Cornwall		481,877	.1672	10,188	27,225	5.5	3.1	2.5	28.5	60.4
Sudbury Reg. Mun.	.529	1,661,353	.5763	10,515	30,372	1.5	1.4	1.2	6.4	89.5
▲Sudbury		1,012,512	.3513	11,250	29,868	.8	.5	.2	2.8	95.7
Sudbury Terr. Dist.		252,916	.0878	9,197	27,195	5.1	3.1	2.3	8.0	81.5
Thunder Bay Terr. Dist.	.531	1,930,990	.6699	12,442	34,359	2.5	1.6	1.5	8.2	86.2
▲Thunder Bay		1,437,274	.4986	12,799	34,059	1.4	1.5	.9	3.5	92.7
Timiskaming Terr. Dist.		435,451	.1511	10,198	27,914	9.4	4.8	6.4	30.1	49.3
Toronto Met. Mun.	.532	30,863,351	10.7077	14,281	36,878	2.4	2.4	2.5	17.3	75.4
▲Toronto		8,905,054	3.0895	15,375	34,881	2.7	1.4	.6	29.2	66.1
Victoria		553,011	.1919	10,655	28,072	6.6	4.5	3.3	22.0	63.6
Waterloo Reg. Mun.	.511	3,789,010	1.3145	11,863	32,608	2.3	3.5	3.4	21.8	69.0
△Cambridge		885,483	.3072	10,905	31,738	3.8	4.6	4.3	38.1	49.2
▲Kitchener		1,757,747	.6098	12,006	31,786	2.2	3.9	3.9	19.4	70.6
Waterloo		725,843	.2518	14,012	34,896	1.8	3.1	3.1	16.6	75.4
Wellington	.505	1,606,812	.5575	11,720	32,725	3.5	5.3	3.1	22.9	65.2
△Guelph		950,650	.3298	12,525	32,894	2.5	4.7	4.5	26.5	61.8
York Reg. Mun.	.532	4,433,428	1.5381	14,160	44,782	2.2	2.2	2.5	18.9	74.2
Markham		1,591,515	.5522	15,497	50,685	1.0	1.3	1.4	14.9	81.4
Newmarket		446,042	.1547	12,390	39,126	2.9	3.6	4.0	30.2	59.3
Richmond Hill		619,236	.2148	14,502	42,125	1.7	2.1	2.5	20.0	73.7
Province Totals		113,922,633	39.5243	12,624	34,525	3.0	3.0	2.7	16.7	74.6

QUEBEC

Que.

ESTIMATES

		POPULATION 12/31/84				RETAIL SALES BY STORE GROUP—1984												SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Abitibi		97.0	.3839	32.4	.3531	287,259	.2322	74,475	16,892	35,449	17,400	13,133	55,536	33,810	5,162	6,170	60	.2914	76
Argenteuil		33.4	.1323	12.5	.1362	144,033	.1165	43,277	10,946	17,769	5,494	3,643	30,914	12,510	2,430	3,139	88	.1177	89
Arthabaska		61.1	.2418	20.6	.2245	155,447	.1256	36,433	7,160	13,327	10,580	8,101	43,511	15,256	724	3,076	52	.1796	74
Victoriaville		21.0	.0831	7.7	.0839	112,132	.0906	27,862	4,370	9,456	8,815	4,553	28,044	12,003	407	2,615	109	.0780	94
Bagot		28.7	.1136	9.4	.1024	78,295	.0633	18,023	3,745	2,970	1,756	5,021	11,219	9,030	690	1,065	56	.0881	78
Beauce		76.8	.3040	24.6	.2681	374,166	.3025	67,244	14,808	27,536	31,103	24,037	122,250	40,598	1,526	6,355	100	.2648	87
Beauharnois		54.8	.2169	20.2	.2201	192,158	.1553	55,047	18,837	17,371	16,807	8,206	35,975	14,922	1,130	7,313	72	.1856	86
Valleyfield		29.5	.1168	11.4	.1242	132,279	.1069	28,219	13,113	13,164	12.059	6,246	28,948	7,372	925	6,171	92	.1079	92
Bellechasse		24.0	.0950	7.6	.0828	50,055	.0405	14,240	2,839	5,696	1,293	2,516	6,481	8,964	1,256	0	43	.0663	70
Berthier		32.9	.1303	11.6	.1264	132,701	.1072	37,255	12,461	5,532	4,413	8,061	22,071	18,380	2,035	2,585	82	.1040	80
Bonaventure		41.3	.1634	12.9	.1406	246,636	.1994	64,069	11,906	32,981	11,694	5,844	37,557	29,671	5,685	2,337	122	.1460	89
Brome		18.2	.0721	6.6	.0719	45,444	.0367	13,866	5,721	4,104	740	461	5,713	7,784	336	1,261	51	.0564	78
Chambly	.514	316.2	1.2516	113.3	1.2346	1,502,736	1.2148	444,215	107,566	117,697	84,592	44,301	298,984	159,135	28,187	76,638	97	1.2483	100
Boucherville		32.3	.1279	10.3	.1122	116,112	.0939	36,207	8,333	617	5,170	4,129	26,884	13,597	1,525	7,327	73	.1252	98
Longueuil		122.6	.4853	48.7	.5307	707,030	.5715	215,989	52,010	83,894	46,168	24,573	125,001	55,438	8,505	31,370	118	.5091	105
St-Bruno-de-Montarville		23.5	.0930	7.3	.0795	62,439	.0505	25,707	4,911	514	3,632	1,587	10,974	5,522	565	4,146	54	.0864	93
St-Hubert		68.1	.2696	21.6	.2354	137,187	.1109	40,035	15,990	160	2,290	3,725	29,817	14,935	1,313	11,664	41	.2043	76
St-Lambert		20.2	.0800	8.4	.0915	119,069	.0963	35,388	6,729	754	11,938	2,510	33,087	11,208	852	9,933	120	.1034	129
Champlain	.533	123.3	.4881	44.3	.4827	501,959	.4058	165,892	40,331	20,709	27,134	26,135	82,116	63,276	8,516	15,759	83	.4132	85
Cap-de-la-Madeleine		32.9	.1302	12.4	.1351	109,678	.0887	41,843	12,671	2,468	5,024	8,618	6,819	13,498	2,385	4,294	68	.1065	82
Charlevoix-Est		17.8	.0704	5.5	.0599	110,131	.0890	27,724	5,724	7,598	7,623	6,705	21,123	13,435	1,646	1,570	126	.0665	94
Charlevoix-Ouest		14.4	.0570	4.3	.0469	76,768	.0620	21,924	4,103	3,423	2,951	4,152	13,705	9,187	1,137	4,922	109	.0485	85
Châteauguay	.514	61.5	.2435	20.1	.2190	346,551	.2802	115,321	26,662	37,168	13,713	7,781	52,198	34,880	5,279	12,418	115	.2408	99
Châteauguay		37.0	.1465	12.1	.1319	276,443	.2235	94,549	19,816	35,601	10,959	7,089	42,692	14,527	2,724	11,214	153	.1641	112
Chicoutimi	.503	180.0	.7125	57.5	.6266	620,836	.5018	188,070	44,903	81,512	46,046	27,483	118,987	40,986	1,687	12,253	70	.5700	80
▲Chicoutimi		61.3	.2426	20.3	.2212	221,765	.1793	52,937	17,174	29,777	23,528	8,574	58,826	9,677	1,265	4,744	74	.2038	84
▲Jonquière		59.6	.2359	19.8	.2158	247,801	.2003	92,849	14,317	18,307	13,784	11,667	43,781	12,261	0	5,330	85	.2020	86
La Baie		21.4	.0847	6.6	.0719	69,484	.0562	24,540	5,698	8,620	4,754	4,955	9,497	2,828	275	1,281	66	.0661	78
Compton		21.0	.0831	7.0	.0763	60,354	.0488	23,571	5,869	4,132	851	2,567	5,170	9,304	862	385	59	.0614	74
Deux-Montagnes	.514	76.5	.3028	25.3	.2757	261,968	.2118	81,373	21,296	13,441	6,785	7,403	60,938	31,307	1,771	6,367	70	.2525	83
St-Eustache		35.0	.1385	11.5	.1253	128,751	.1041	34,433	6,161	12,239	5,441	2,667	29,982	9,305	625	3,938	75	.1201	87
Dorchester		34.8	.1378	10.8	.1176	89,991	.0727	23,890	3,704	10,117	2,561	5,269	18,025	13,821	1,257	253	53	.0999	72
Drummond		71.6	.2834	25.6	.2790	286,194	.2314	76,448	24,256	15,623	22,632	14,421	50,466	28,311	4,551	10,374	82	.2382	84
Drummondville		35.5	.1405	14.2	.1547	171,309	.1385	35,121	11,668	13,212	18,821	10,102	30,050	11,829	2,570	7,071	99	.1311	93
Frontenac		27.3	.1081	9.0	.0981	105,328	.0851	22,733	5,427	10,991	4,288	3,527	29,090	12,158	1,209	643	79	.0845	78
Gaspé-Est		41.7	.1650	12.4	.1351	158,446	.1281	41,290	7,693	21,656	7,537	6,378	32,942	18,434	1,478	2,363	78	.1302	79
Gaspé-Ouest		18.6	.0736	5.7	.0621	75,533	.0611	19,566	3,081	8,568	4,550	4,599	14,448	8,336	596	1,874	83	.0573	78
Gatineau	.517	57.8	.2288	19.1	.2081	105,883	.0856	28,587	11,421	6,431	2,411	3,586	17,556	19,109	379	1,436	37	.1791	78
Aylmer		28.4	.1124	8.9	.0970	28,994	.0234	7,317	3,110	1,495	580	687	2,950	924	215	334	21	.0878	78
Hull	.517	133.5	.5285	48.0	.5231	534,261	.4318	174,457	54,594	41,671	21,761	19,970	78,227	54,437	8,740	17,379	82	.4970	94
Gatineau		78.7	.3115	25.1	.2735	231,620	.1872	77,539	22,840	16,413	8,184	5,988	39,891	25,743	3,878	6,170	60	.2631	84
▲Hull		54.8	.2169	22.9	.2495	302,641	.2446	96,918	31,754	25,258	13,577	13,982	38,336	28,694	4,862	11,209	113	.2340	108
Huntingdon		17.6	.0696	6.2	.0675	59,679	.0484	12,161	3,828	6,415	1,565	1,881	14,503	6,306	599	2,197	70	.0550	79
Iberville		24.6	.0974	8.2	.0894	87,706	.0709	27,460	9,877	867	1,640	3,457	15,934	12,333	476	1,614	73	.0812	83

Que. (cont.) ESTIMATES		POPULATION 12/31/84						RETAIL SALES BY STORE GROUP—1984									SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Île-de-Montréal	.514	**1,735.5**	**6.8698**	**730.5**	**7.9601**	**9,688,409**	**7.8317**	**2,594,246**	**1,179,584**	**1,196,344**	**785,817**	**428,227**	**1,337,330**	**572,198**	**149,831**	**387,429**	**114**	**7.3297**	**107**
Anjou		39.0	.1544	15.2	.1656	273,034	.2207	62,779	11,731	59,851	59,281	3,657	33,972	13,552	1,341	12,631	143	.1803	117
Beaconsfield		19.6	.0776	6.4	.0697	30,055	.0243	17,719	1,092	172	1,336	651	3,414	1,349	252	1,707	31	.0755	97
Côte-St-Luc		29.7	.1176	12.7	.1384	61,459	.0497	33,935	4,408	1,036	8,268	1,684	3,200	539	965	4,748	42	.1198	102
Dollard-des-Ormeaux		43.5	.1722	14.0	.1526	89,731	.0725	25,796	3,682	13,372	942	1,790	15,892	5,894	679	5,491	42	.1481	86
Lachine		35.9	.1421	14.7	.1602	238,829	.1931	55,597	21,715	5,065	14,686	9,877	54,867	11,942	2,487	8,938	136	.1571	111
LaSalle		78.1	.3091	30.4	.3313	268,360	.2169	108,403	21,101	38,743	14,900	8,767	19,674	23,662	2,268	22,589	70	.2819	91
▲Montréal		979.3	3.8764	438.3	4.7761	6,497,662	5.2524	1,695,285	922,479	893,280	557,441	320,809	826,496	311,959	109,921	240,927	135	4.2777	110
Montréal-Nord		95.8	.3792	36.0	.3923	293,567	.2373	100,964	33,291	17,239	9,490	16,124	33,199	27,978	2,750	13,799	63	.3137	83
Mont-Royal		18.9	.0748	7.1	.0774	154,113	.1246	52,025	8,762	30,763	25,309	5,966	1,413	4,668	2,131	8,337	167	.1170	156
Outremont		23.2	.0918	9.5	.1035	49,528	.0400	30,141	4,584	152	2,181	903	3,632	1,360	337	757	44	.0950	103
Pierrefonds		41.8	.1655	15.4	.1678	98,081	.0793	36,330	7,704	4,387	2,189	1,185	15,253	12,060	445	2,674	48	.1484	90
Pointe-Claire		24.3	.0962	9.6	.1046	254,990	.2061	53,169	17,376	57,009	24,410	14,915	36,554	9,176	6,814	4,131	214	.1440	150
St-Laurent		68.8	.2723	28.2	.3073	296,959	.2400	66,973	31,244	3,862	6,417	5,759	68,028	24,447	1,139	17,928	88	.2825	104
St-Léonard		82.4	.3262	29.6	.3225	479,526	.3876	111,436	45,107	51,514	16,145	18,684	110,322	13,144	8,373	11,653	119	.3382	104
Verdun		58.4	.2312	26.3	.2866	260,849	.2109	62,905	14,968	2,282	18,890	10,505	65,411	12,486	4,291	13,578	91	.2242	97
Westmount		19.9	.0788	8.7	.0948	158,652	.1282	49,683	12,073	17,705	18,973	6,953	18,190	7,120	2,852	10,294	163	.1325	168
Île-Jésus	.514	**279.4**	**1.1059**	**96.4**	**1.0505**	**980,516**	**.7927**	**280,993**	**60,209**	**77,145**	**36,618**	**45,009**	**220,172**	**117,021**	**7,488**	**42,684**	**72**	**1.0040**	**91**
Laval		279.4	1.1060	96.4	1.0505	980,516	.7926	280,993	60,209	77,145	36,618	45,009	220,172	117,021	7,488	42,684	72	1.0041	91
Îles-de-la-Madeleine		**14.9**	**.0590**	**4.4**	**.0479**	**41,453**	**.0335**	**5,726**	**3,005**	**13,349**	**1,909**	**1,139**	**4,258**	**5,233**	**0**	**2,197**	**57**	**.0442**	**75**
Joliette		**63.1**	**.2498**	**22.4**	**.2441**	**300,701**	**.2430**	**76,603**	**23,746**	**16,473**	**30,658**	**11,215**	**71,490**	**24,715**	**1,179**	**8,856**	**97**	**.2323**	**93**
Kamouraska		**29.4**	**.1163**	**9.5**	**.1035**	**126,500**	**.1023**	**25,586**	**4,382**	**7,261**	**7,462**	**6,230**	**41,172**	**15,176**	**565**	**2,140**	**88**	**.0939**	**81**
Labelle		**35.3**	**.1398**	**12.0**	**.1308**	**118,651**	**.0959**	**27,471**	**9,258**	**9,019**	**5,621**	**5,880**	**25,220**	**17,589**	**1,419**	**835**	**69**	**.1078**	**77**
Lac-St-Jean-Est		**49.8**	**.1971**	**15.9**	**.1732**	**368,939**	**.2982**	**98,021**	**20,679**	**22,713**	**38,302**	**25,667**	**52,947**	**45,393**	**2,939**	**13,295**	**151**	**.2020**	**102**
Alma		26.9	.1065	9.0	.0981	188,419	.1523	32,075	11,219	12,281	20,518	23,049	27,864	8,987	2,488	9,565	143	.1108	104
Lac-St-Jean-Ouest		**65.6**	**.2597**	**19.8**	**.2158**	**439,742**	**.3555**	**104,689**	**18,246**	**34,924**	**35,607**	**21,937**	**98,978**	**52,461**	**4,519**	**15,889**	**137**	**.2503**	**96**
Laprairie	.514	**112.5**	**.4453**	**38.6**	**.4206**	**610,978**	**.4939**	**146,917**	**33,513**	**47,573**	**9,152**	**11,652**	**167,521**	**90,786**	**5,449**	**23,716**	**111**	**.4560**	**102**
Brossard		56.6	.2240	18.3	.1994	227,121	.1836	71,711	18,046	39,958	4,255	1,455	35,927	17,036	561	13,091	82	.2110	94
L'Assomption	.514	**121.8**	**.4821**	**38.6**	**.4206**	**553,053**	**.4471**	**157,580**	**38,490**	**22,902**	**15,669**	**17,202**	**129,122**	**83,351**	**11,695**	**13,429**	**93**	**.4444**	**92**
Repentigny		38.2	.1512	12.5	.1362	194,613	.1573	57,175	11,555	15,948	8,204	5,754	44,243	20,819	1,504	5,553	104	.1558	103
Lévis	.520	**102.7**	**.4065**	**35.0**	**.3814**	**457,212**	**.3696**	**87,601**	**30,096**	**18,189**	**20,139**	**29,584**	**146,724**	**40,161**	**3,610**	**19,915**	**91**	**.3767**	**93**
L'Islet		**22.1**	**.0875**	**7.1**	**.0774**	**86,066**	**.0695**	**17,311**	**2,399**	**10,761**	**1,595**	**2,852**	**20,808**	**11,662**	**844**	**1,784**	**79**	**.0678**	**77**
Lotbinière		**30.3**	**.1200**	**9.5**	**.1035**	**84,839**	**.0686**	**23,620**	**3,762**	**6,375**	**1,810**	**4,293**	**14,289**	**17,918**	**229**	**1,235**	**57**	**.0876**	**73**
Maskinongé		**20.8**	**.0823**	**7.1**	**.0774**	**81,435**	**.0658**	**19,219**	**5,122**	**2,368**	**3,777**	**4,446**	**16,669**	**15,405**	**223**	**1,300**	**80**	**.0667**	**81**
Matane		**30.3**	**.1199**	**10.4**	**.1133**	**120,668**	**.0976**	**29,367**	**4,362**	**8,905**	**8,315**	**6,559**	**31,426**	**13,721**	**620**	**1,694**	**81**	**.0937**	**78**
Matapédia		**24.7**	**.0978**	**7.8**	**.0850**	**70,926**	**.0573**	**23,745**	**2,853**	**11,545**	**4,484**	**2,983**	**8,013**	**7,910**	**130**	**1,416**	**59**	**.0690**	**71**
Mégantic		**58.2**	**.2304**	**19.4**	**.2114**	**270,195**	**.2184**	**63,392**	**10,924**	**20,526**	**22,148**	**18,890**	**65,275**	**27,644**	**1,554**	**7,109**	**95**	**.2010**	**87**
Thetford Mines		19.1	.0756	6.9	.0752	124,427	.1006	37,564	4,416	10,494	17,081	10,299	17,788	8,559	923	5,020	133	.0778	103
Missisquoi		**36.4**	**.1441**	**12.6**	**.1373**	**122,270**	**.0989**	**28,611**	**6,647**	**5,563**	**5,485**	**5,132**	**36,020**	**10,936**	**1,232**	**3,692**	**69**	**.1169**	**81**
Montcalm		**30.2**	**.1195**	**10.9**	**.1188**	**72,506**	**.0586**	**27,033**	**8,792**	**1,231**	**3,289**	**2,406**	**7,283**	**12,116**	**1,169**	**1,070**	**49**	**.0886**	**74**
Montmagny		**25.3**	**.1001**	**8.3**	**.0904**	**124,379**	**.1005**	**26,454**	**9,121**	**8,293**	**6,226**	**4,918**	**32,066**	**15,213**	**869**	**4,817**	**100**	**.0858**	**86**
Montmorency 1	.520	**24.0**	**.0950**	**7.8**	**.0850**	**63,720**	**.0515**	**9,966**	**4,203**	**1,159**	**345**	**864**	**31,297**	**4,886**	**178**	**1,427**	**54**	**.0734**	**77**
Montmorency 2	.520	**6.8**	**.0270**	**2.2**	**.0240**	**8,941**	**.0073**	**3,950**	**1,609**	**429**	**284**	**351**	**168**	**1,251**	**173**	**0**	**27**	**.0206**	**76**
Napierville		**14.2**	**.0562**	**4.7**	**.0512**	**47,147**	**.0381**	**7,584**	**2,088**	**1,308**	**1,749**	**1,628**	**16,519**	**4,890**	**166**	**1,346**	**68**	**.0469**	**83**
Nicolet		**34.7**	**.1373**	**11.5**	**.1253**	**137,720**	**.1113**	**35,615**	**9,973**	**6,710**	**3,670**	**4,931**	**35,539**	**18,854**	**1,000**	**1,778**	**81**	**.1148**	**84**
Nouveau-Québec Terr.		**35.4**	**.1402**	**9.5**	**.1035**	**113,104**	**.0914**	**21,159**	**7,172**	**37,802**	**4,183**	**4,467**	**15,971**	**10,204**	**1,571**	**2,987**	**65**	**.1078**	**77**
Papineau		**39.9**	**.1579**	**13.8**	**.1504**	**98,321**	**.0795**	**30,772**	**5,632**	**7,558**	**4,178**	**3,600**	**12,586**	**16,362**	**2,630**	**2,149**	**50**	**.1185**	**75**
Pontiac		**20.7**	**.0819**	**6.9**	**.0752**	**49,025**	**.0396**	**12,430**	**8,656**	**3,669**	**1,352**	**784**	**9,848**	**6,837**	**562**	**0**	**48**	**.0582**	**71**
Portneuf		**63.3**	**.2506**	**21.5**	**.2343**	**201,742**	**.1631**	**60,853**	**13,926**	**5,460**	**9,557**	**7,542**	**45,681**	**28,317**	**3,997**	**3,923**	**65**	**.1938**	**77**
Québec	.520	**462.0**	**1.8288**	**173.0**	**1.8851**	**2,712,159**	**2.1924**	**645,193**	**235,570**	**386,624**	**165,178**	**105,503**	**632,701**	**117,005**	**30,731**	**93,847**	**120**	**1.9463**	**106**
Beauport		63.6	.2518	20.8	.2267	115,382	.0933	34,734	20,590	10,877	1,058	6,741	19,597	4,328	2,926	4,688	37	.1908	76
Charlesbourg		71.4	.2826	24.0	.2615	168,209	.1360	62,365	15,122	10,646	5,770	4,738	30,357	9,087	3,679	10,858	48	.2373	84
▲Québec		157.3	.6226	67.6	.7366	1,651,328	1.3349	350,711	135,037	264,608	109,992	62,103	412,977	42,728	9,855	51,941	214	.8334	134
Ste-Foy		66.4	.2628	27.3	.2975	438,058	.3541	101,596	42,056	48,586	31,139	18,065	92,434	25,949	6,078	16,162	135	.3223	123
Richelieu		**53.3**	**.2109**	**18.8**	**.2049**	**165,298**	**.1336**	**50,505**	**13,392**	**12,282**	**16,587**	**8,744**	**22,572**	**14,663**	**2,842**	**4,923**	**63**	**.1718**	**81**
Richmond		**41.1**	**.1627**	**13.8**	**.1504**	**115,592**	**.0935**	**36,678**	**6,264**	**4,380**	**6,094**	**7,747**	**21,208**	**13,015**	**1,691**	**1,824**	**57**	**.1234**	**76**
Rimouski		**71.4**	**.2827**	**24.3**	**.2648**	**518,342**	**.4190**	**138,797**	**27,430**	**46,109**	**37,636**	**28,865**	**132,963**	**49,091**	**4,777**	**8,400**	**148**	**.2939**	**104**
Rimouski		29.6	.1172	10.6	.1155	179,923	.1454	29,415	13,319	29,396	19,182	10,467	29,553	7,003	2,771	4,439	124	.1194	102
Rivière-du-Loup		**41.6**	**.1646**	**13.8**	**.1503**	**162,706**	**.1315**	**31,832**	**7,446**	**11,534**	**13,483**	**8,965**	**48,516**	**15,561**	**1,173**	**4,143**	**80**	**.1337**	**81**
Rouville		**43.6**	**.1726**	**14.5**	**.1580**	**109,313**	**.0884**	**27,760**	**10,805**	**7,159**	**1,487**	**5,939**	**22,518**	**11,702**	**1,116**	**6,731**	**51**	**.1393**	**81**
Saguenay		**111.1**	**.4398**	**34.1**	**.3716**	**440,958**	**.3564**	**76,287**	**22,847**	**81,899**	**24,036**	**15,269**	**97,565**	**41,485**	**2,881**	**11,947**	**81**	**.3692**	**84**
Sept-Îles		27.1	.1073	8.9	.0970	103,122	.0834	16,180	3,638	12,341	6,791	3,211	23,475	11,135	971	4,071	78	.0937	87
St-Hyacinthe		**57.9**	**.2292**	**21.1**	**.2299**	**173,411**	**.1402**	**42,452**	**10,043**	**18,315**	**15,535**	**10,581**	**29,182**	**13,488**	**5,800**	**6,342**	**61**	**.1922**	**84**
St-Hyacinthe		38.3	.1516	14.8	.1613	155,797	.1259	38,039	9,441	17,471	15,445	9,813	26,576	11,381	4,628	6,137	83	.1398	92
St-Jean		**58.1**	**.2299**	**21.1**	**.2300**	**300,367**	**.2428**	**90,056**	**22,163**	**30,930**	**22,961**	**17,415**	**41,874**	**25,429**	**5,272**	**12,196**	**106**	**.2229**	**97**
St-Jean-sur-Richelieu		35.6	.1409	13.8	.1504	249,573	.2017	79,594	18,317	21,285	22,592	15,330	34,730	17,113	4,335	9,529	143	.1540	109
St-Maurice	.533	**109.8**	**.4347**	**41.6**	**.4533**	**597,251**	**.4828**	**146,883**	**46,990**	**53,463**	**56,601**	**30,690**	**124,445**	**41,326**	**9,929**	**20,924**	**111**	**.4193**	**96**
△Shawinigan		21.7	.0859	8.7	.0948	206,121	.1666	54,837	13,815	13,635	17,006	12,882	37,127	12,698	1,930	6,633	194	.1028	120
▲Trois-Rivières		49.1	.1944	20.1	.2190	295,947	.2392	72,867	27,595	33,779	35,604	13,947	50,741	21,733	4,333	11,577	123	.1989	102
Shefford		**74.7**	**.2957**	**26.7**	**.2909**	**317,189**	**.2564**	**78,393**	**23,506**	**24,791**	**22,238**	**15,353**	**81,953**	**27,975**	**1,940**	**5,765**	**87**	**.2554**	**86**
Granby		38.7	.1532	15.0	.1635	169,659	.1371	41,673	12,249	20,267	16,437	9,725	34,092	4,952	1,286	3,869	89	.1395	91
Sherbrooke	.528	**117.7**	**.4659**	**44.6**	**.4860**	**781,013**	**.6313**	**193,970**	**51,443**	**64,288**	**79,218**	**39,834**	**159,920**	**80,051**	**3,570**	**24,812**	**136**	**.4871**	**105**
△Sherbrooke		69.5	.2751	28.3	.3084	658,050	.5319	155,934	43,029	44,824	75,456	31,950	137,790	69,760	2,941	23,380	193	.3403	124
Soulanges		**16.0**	**.0633**	**5.3**	**.0578**	**77,506**	**.0627**	**11,813**	**6,826**	**3,188**	**469**	**3,778**	**15,188**	**17,576**	**664**	**0**	**99**	**.0589**	**93**
Stanstead		**39.4**	**.1560**	**14.3**	**.1558**	**216,003**	**.1746**	**66,174**	**10,116**	**9,580**	**10,678**	**12,794**	**51,675**	**25,757**	**1,894**	**4,584**	**112**	**.1451**	**93**
Témiscamingue		**53.6**	**.2121**	**18.8**	**.2048**	**242,869**	**.1963**	**63,105**	**11,232**	**19,132**	**24,068**	**13,409**	**52,451**	**27,195**	**2,219**	**4,185**	**93**	**.1861**	**88**
Témiscouata		**20.0**	**.0792**	**6.4**	**.0698**	**54,425**	**.0440**	**10,928**	**3,141**	**8,087**	**3,273**	**3,702**	**10,980**	**7,882**	**1,866**	**1,353**	**56**	**.0529**	**67**
Terrebonne	.514	**206.4**	**.8170**	**71.6**	**.7802**	**972,406**	**.7861**	**278,108**	**88,754**	**36,962**	**52,418**	**49,881**	**180,552**	**124,360**	**11,682**	**36,372**	**96**	**.7607**	**93**
St-Jérôme		23.7	.0938	9.6	.1046	152,768	.1235	45,606	12,881	8,322	16,357	10,715	25,097	9,986	2,558	5,811	132	.0977	104
Vaudreuil	.514	**53.1**	**.2102**	**18.5**	**.2016**	**335,451**	**.2711**	**105,273**	**30,277**	**3,752**	**7,802**	**15,377**	**70,320**	**35,190**	**1,785**	**8,488**	**129**	**.2269**	**108**
Verchères		**67.2**	**.2660**	**21.7**	**.2365**	**209,497**	**.1694**	**50,269**	**12,095**	**3,345**	**5,022**	**6,713**	**64,929**	**25,715**	**1,873**	**6,333**	**64**	**.2236**	**84**
Wolfe		**15.8**	**.0625**	**5.2**	**.0566**	**56,612**	**.0458**	**16,523**	**3,427**	**2,919**	**2,472**	**2,523**	**12,855**	**5,992**	**705**	**0**	**73**	**.0456**	**73**
Yamaska		**14.8**	**.0586**	**4.9**	**.0534**	**45,170**	**.0365**	**12,409**	**2,725**	**4,483**	**783**	**670**	**5,605**	**6,823**	**318**	**492**	**62**	**.0438**	**75**
Province Totals		**6,562.3**	**25.9759**	**2,388.9**	**26.0314**	**30,733,416**	**24.8437**	**8,138,533**	**2,660,591**	**3,009,530**	**1,999,360**	**1,352,779**	**5,870,008**	**2,741,191**	**389,913**	**1,033,519**	**96**	**24.4750**	**94**

Que.
S&MM ESTIMATES

County / City	Metro Area Code	EFFECTIVE BUYING INCOME—1984 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over A	B	C	D	E
Abitibi		836,062	.2900	8,619	25,804	.9	2.2	1.3	11.8	83.8
Argenteuil		324,259	.1125	9,708	25,941	5.6	8.5	10.6	46.9	28.4
Arthabaska		539,179	.1871	8,825	26,174	1.2	4.4	5.2	44.9	44.3
Victoriaville		196,801	.0683	9,371	25,559	.8	10.7	13.0	39.2	36.3
Bagot		267,990	.0930	9,338	28,510	1.4	2.8	4.2	26.7	64.9
Beauce		652,452	.2263	8,495	26,522	2.8	3.9	4.9	38.0	50.4
Beauharnois		556,882	.1932	10,162	27,568	2.2	2.5	1.6	13.2	80.5
Valleyfield		302,386	.1049	10,250	26,525	1.3	.6	1.4	16.9	79.8
Bellechasse		203,192	.0705	8,466	26,736	2.7	2.0	2.7	35.7	56.9
Berthier		263,306	.0914	8,003	22,699	2.3	2.9	1.2	52.0	41.6
Bonaventure		309,328	.1073	7,490	23,979	3.9	5.0	3.7	24.9	62.5
Brome		177,747	.0617	9 766	26,931	4.7	10.9	8.8	8.8	66.8
Chambly	.514	3,651,802	1.2669	11,549	32,231	1.8	2.4	2.6	16.5	76.7
Boucherville		411,862	.1429	12,751	39,987	2.5	2.6	5.1	20.9	68.9
Longueuil		1,386,990	.4812	11,313	28,480	1.0	3.3	3.3	20.5	71.9
St-Bruno-de-Montarville		303,741	.1054	12,925	41,608	.8	.7	.8	6.0	91.7
St-Hubert		675,316	.2343	9,917	31,265	2.9	2.2	2.0	7.1	85.8
St-Lambert		337,611	.1171	16,713	40,192	.8	.5	.4	3.2	95.1
Champlain	.533	1,118,148	.3879	9,069	25,240	3.0	4.7	4.3	19.3	68.7
Cap-de-la-Madeleine		310,319	.1077	9,432	25,026	1.2	7.9	6.3	16.9	67.7
Charlevoix-Est		147,981	.0514	8,314	26,906	1.4	1.0	1.9	17.0	78.7
Charlevoix-Ouest		106,757	.0370	7,414	24,827	2.4	1.3	2.0	15.4	78.9
Châteauguay	.514	622,290	.2159	10,119	30,960	2.5	2.8	1.9	14.7	78.1
Châteauguay		390,814	.1356	10,563	32,299	3.8	4.2	2.1	22.4	67.5
Chicoutimi	.503	1,597,131	.5541	8,873	27,776	1.2	1.7	2.1	16.5	78.5
▲Chicoutimi		584,875	.2029	9,541	28,812	1.9	1.3	.8	6.3	89.7
▲Jonquière		545,823	.1894	9,158	27,567	.6	3.6	2.7	2.2	90.9
La Baie		185,956	.0645	8,690	28,175	1.6	.4	.7	3.5	93.8
Compton		173,842	.0604	8,279	24,837	5.4	2.3	1.9	14.8	75.6
Deux-Montagnes	.514	[illegible]	.2567	9,672	29,246	1.2	2.5	2.4	12.0	81.9
St-Eustache		352,824	.1224	10,081	30,680	1.3	2.8	2.7	13.0	80.2
Dorchester		291,697	.1012	8,382	27,009	2.1	2.9	3.6	45.6	45.8
Drummond		646,108	.2241	9,024	25,239	2.1	4.7	6.0	43.2	44.0
Drummondville		354,121	.1229	9,975	24,938	3.6	8.3	9.7	25.2	53.2
Frontenac		215,593	.0748	7,897	23,955	2.8	16.7	12.5	24.4	43.6
Gaspé-Est		338,249	.1174	8,111	27,278	4.6	2.9	2.6	34.0	55.9
Gaspé-Ouest		140,201	.0486	7,538	24,597	4.0	3.1	3.1	32.3	57.5
Gatineau	.517	620,067	.2151	10,728	32,464	1.9	2.0	2.0	13.5	80.6
Aylmer		336,126	.1166	11,835	37,767	2.6	1.5	1.8	17.6	76.5
Hull	.517	1,509,285	.5237	11,306	31,443	1.2	2.0	2.3	17.1	77.4
Gatineau		833,533	.2892	10,591	33,208	2.2	1.7	1.3	15.9	78.9
▲Hull		675,752	.2344	12,331	29,509	.1	2.4	3.4	18.4	75.7
Huntingdon		153,445	.0532	8,718	24,749	2.2	8.3	7.4	59.9	22.2
Iberville		232,806	.0308	9,464	28,391	.6	2.4	1.2	40.3	55.5
Île-de-Montréal	.514	20,788,680	7.2124	11,978	28,458	3.4	4.3	4.2	26.9	61.2
Anjou		479,859	.1665	12,304	31,570	1.3	3.0	3.5	26.3	65.9
Beaconsfield		303,826	.1054	15,501	47,473	.2	.3	.3	6.4	92.8
Côte-St-Luc		469,183	.1628	15,797	36,944	.7	1.2	1.3	12.0	84.8
Dollard-des-Ormeaux		530,025	.1839	12 184	37,859	.5	1.2	1.6	31.8	64.9
Lachine		408,112	.1416	11,368	27,763	1.8	3.1	3.0	22.2	69.9
LaSalle		893,427	.3100	11,440	29,389	1.8	4.2	4.6	35.8	53.6
▲Montréal		11,106,777	3.8534	11,342	25,341	4.3	5.1	4.6	26.1	59.9
Montréal-Nord		960,817	.3333	10,029	26,689	3.5	7.0	7.3	47.0	35.2
Mont-Royal		372,643	.1293	19,717	52,485	.4	.5	.5	6.8	91.8
Outremont		372,640	.1293	16,062	39,225	1.6	2.1	2.0	12.8	81.5
Pierrefonds		527,676	.1831	12,624	34,265	.5	1.5	1.9	23.5	72.6
Pointe-Claire		362,521	.1258	14,919	37,763	.4	.9	1.0	14.0	83.7
St-Laurent		899,231	.3120	13,070	31,888	1.3	2.5	2.6	23.1	70.5
St-Léonard		902,935	.3133	10,958	30,505	5.0	5.4	6.2	55.2	28.2
Verdun		661,361	.2295	11,325	25,147	3.9	5.6	5.4	30.8	54.3
Westmount		451,384	.1566	22,683	51,883	.5	.8	.7	6.4	91.6
Île-Jésus	.514	3,142,188	1.0901	11,246	32,595	1.5	3.3	3.8	29.0	62.4
Laval		3,142,188	1.0902	11,246	32 595	1.5	3.3	3.8	29.0	62.4
Îles-de-la-Madeleine		128,482	.0446	[illegible]	[illegible]	6.9	4.0	3.4	41.9	43.8
Joliette		631,085	.2190	10,001	28,173	1.8	2.6	2.5	35.7	57.4
Kamouraska		229,557	.0796	7,808	24,164	4.0	7.8	10.4	34.0	43.8
Labelle		295,335	.1025	8,366	24,611	1.6	3.1	2.6	65.8	26.9
Lac-St-Jean-Est		421,695	.1463	8,468	26,522	3.7	4.0	5.8	18.7	67.8
Alma		252,612	.0876	9,391	28,068	4.3	4.6	5.3	29.4	56.4
Lac-St-Jean-Ouest		527,617	.1830	8,043	26,647	5.5	4.4	5.4	19.6	65.1
Laprairie	.514	1,262,313	.4380	11,221	32,702	2.4	3.4	3.1	11.6	79.5
Brossard		640,543	.2222	11,317	35,002	3.2	4.3	4.0	15.0	73.5
L'Assomption	.514	1,232,036	.4274	10,115	31,918	1.1	1.2	1.0	11.4	85.3
Repentigny		451,886	.1568	11,829	36,151	1.2	1.4	1.1	12.4	83.9
Lévis	.520	1,063,831	.3691	10,359	30,395	1.3	2.1	2.1	18.5	76.0
L'Islet		169,283	.0587	7,660	23,843	2.6	4.6	3.6	53.7	35.5
Lotbinière		248,027	.0861	8,186	26,108	2.0	14.5	6.6	18.6	58.3
Maskinongé		176,309	.0612	8,476	24,832	.8	.9	1.1	10.3	86.9
Matane		233,170	.0808	7,695	22,420	4.5	5.2	4.0	25.3	61.0
Matapédia		185,389	.0644	7,506	23,768	5.9	6.3	4.4	21.6	61.8
Mégantic		516,238	.1791	8,870	26,610	3.6	4.6	5.5	20.1	66.2
Thetford Mines		187,153	.0649	9,799	27,124	8.9	1.9	4.8	20.9	63.5
Missisquoi		335,916	.1165	9,228	26,660	2.3	2.9	2.6	20.1	72.1
Montcalm		271,816	.0943	9,001	24,937	2.8	3.4	2.0	7.5	84.3
Montmagny		205,408	.0713	8,119	24,748	3.7	6.2	9.7	50.0	30.4
Montmorency 1	.520	224,292	.0778	9,346	28,755	.8	.7	1.4	5.8	91.3
Montmorency 2	.520	75,568	.0262	11,113	34,349	.8	.4	.7	4.0	94.1
Napierville		139,714	.0485	9,839	29,726	2.6	4.1	4.0	38.6	50.7
Nicolet		310,318	.1077	8,943	26,984	2.5	4.2	3.3	28.7	61.3
Nouveau-Québec Terr.		302,379	.1049	8,542	31,829	.8	1.5	1.1	9.1	87.5
Papineau		363,728	.1261	9,116	26,357	3.3	3.1	2.9	9.8	80.9
Pontiac		172,139	.0598	8,316	24,948	4.5	5.7	3.5	15.8	70.5
Portneuf		546,841	.1897	8,639	25,434	2.4	5.0	5.9	15.1	71.6
Québec	.520	5,318,792	1.8453	11,513	30,744	2.0	2.9	3.6	21.4	70.1
Beauport		648,272	.2249	10,193	31,167	.0	.6	.9	12.4	86.1
Charlesbourg		807,101	.2800	11,304	33,629	.0	.5	.6	11.3	87.6
▲Québec		1,777,840	.6168	11,302	26,299	5.2	4.4	4.8	43.5	42.1
Ste-Foy		942,657	.3270	14,197	34,530	.0	.2	.2	6.0	93.6
Richelieu		517,194	.1794	9,703	27,510	.5	.7	.6	23.0	75.2
Richmond		361,160	.1253	8,787	26,171	.6	1.2	1.3	6.3	90.6
Rimouski		644,108	.2235	9,021	26,506	4.7	3.4	2.8	28.6	60.5
Rimouski		301,593	.1046	10,189	28,452	5.1	1.6	5.6	26.5	61.2
Rivière-du-Loup		354,062	.1228	8,511	25,657	2.5	2.1	2.4	20.2	72.8
Rouville		450,560	.1564	10,334	31,073	2.1	4.1	6.0	28.8	59.0
Saguenay		1,005,176	.3487	9,047	29,477	1.3	1.8	1.0	6.6	89.3
Sept-Îles		272,045	.0944	10,039	30,567	1.9	2.0	.2	5.9	90.0
St-Hyacinthe		600,780	.2084	10,376	28,473	3.3	3.9	5.9	34.5	52.4
St-Hyacinthe		413,427	.1434	10,794	27,934	4.2	5.5	8.4	42.7	39.2
St-Jean		600,404	.2083	10,334	28,455	1.8	3.5	5.3	32.0	57.4
St-Jean-sur-Richelieu		376,392	.1306	10,573	27,275	.4	4.8	1.5	42.2	51.1
St-Maurice	.533	1,080,711	.3750	9,843	25,979	4.9	3.8	2.8	15.1	73.4
△Shawinigan		205,122	.0712	9,453	23,577	5.4	1.7	1.9	29.7	61.3
▲Trois-Rivières		508,751	.1765	10,362	25,311	7.8	3.9	4.9	7.5	75.9
Shefford		688,533	.2388	9,217	25,768	2.1	4.0	3.2	36.8	53.9
Granby		390,109	.1353	10,080	26,007	1.2	2.3	1.3	42.1	53.1
Sherbrooke	.528	1,178,513	.4089	10,013	26,424	3.6	3.4	3.4	28.3	61.3
△Sherbrooke		724,329	.2513	10,422	25,595	1.7	5.3	5.0	36.9	51.1
Soulanges		157,953	.0548	9,872	29,802	3.2	5.3	5.2	20.4	65.9
Stanstead		354,892	.1231	9,007	24,818	3.7	7.2	7.5	28.2	53.4
Témiscamingue		488,431	.1695	9,113	25,980	3.0	2.9	2.3	18.1	73.7
Témiscouata		137,921	.0479	6,896	21,550	4.1	3.0	3.2	23.0	66.7
Terrebonne	.514	2,084,230	.7231	10,098	29,109	2.8	3.3	3.7	21.8	68.4
St-Jérôme		241,509	.0838	10,190	25,157	1.3	6.5	7.7	33.6	50.9
Vaudreuil	.514	595,745	.2066	11,219	32,202	3.2	6.4	3.5	25.7	61.2
Verchères		689,547	.2393	10,261	31,776	1.1	1.0	1.6	11.7	84.6
Wolfe		111,812	.0388	7,077	21,502	6.8	7.1	7.3	18.9	59.9
Yamaska		121,570	.0421	8,214	24,810	1.3	.6	.5	29.8	67.8
Province Totals		68,177,176	23.6533	10,389	28,539	2.7	3.7	3.6	23.9	66.1

PRINCE EDWARD ISLAND

P.E.I.
S&MM ESTIMATES

County / City	Metro Area Code	POPULATION 12/31/84 Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1984 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ ADVERTISING INDEXES Sales Activity	Buying Power	Quality
Kings		19.8	.0784	6.2	.0676	76,198	.0616	13,628	4,218	13,084	1,449	482	9,975	7,973	82	1,940	79	.0613	78
Prince		44.0	.1741	14.2	.1547	159,190	.1287	33,600	9,229	44,142	4,444	3,048	28,061	13,582	745	6,529	74	.1383	79
Queens		63.0	.2494	21.5	.2343	314,098	.2539	65,091	31,382	58,702	11,108	9,911	65,375	24,482	2,319	13,504	102	.2330	93
Province Totals		126.8	.5019	41.9	.4566	549,486	.4442	112,319	44,829	115,928	17,001	13,441	103,411	46,037	3,146	21,973	89	.4326	86

P.E.I. ESTIMATES		EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Kings		156,194	.0542	7,889	25,193	5.7	15.3	14.1	30.4	34.5
Prince		373,962	.1297	8,499	26,335	5.0	10.7	11.3	31.1	41.9
Queens		616,345	.2139	9,783	28,667	4.3	7.2	7.7	32.1	48.7
Province Totals		1,146,501	.3978	9,042	27,363	4.7	9.6	9.9	31.5	44.3

NOVA SCOTIA

N.S. ESTIMATES		POPULATION 12/31/84				RETAIL SALES BY STORE GROUP—1984											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Annapolis		23.3	.0922	8.6	.0937	92,728	.0749	16,584	3,969	16,918	1,873	3,495	24,300	7,266	2,192	3,796	81	.0767	83
Antigonish		18.9	.0749	5.6	.0610	185,526	.1500	33,250	14,747	20,191	5,934	2,667	57,073	21,956	1,271	6,679	200	.0869	116
Cape Breton	530	129.8	.5138	40.5	.4413	372,035	.3007	115,730	21,654	67,272	21,045	9,996	53,909	33,912	1,716	12,684	59	.3812	74
△Glace Bay		21.8	.0863	6.8	.0741	53,165	.0430	20,997	2,813	11,166	2,774	1,179	6,858	3,077	659	1,448	50	.0601	70
△Sydney		29.4	.1164	10.2	.1111	164,223	.1328	46,573	9,115	28,359	14,761	5,571	34,795	8,529	679	8,027	114	.1109	95
Colchester		45.4	.1797	16.2	.1766	316,911	.2562	56,262	15,165	47,401	9,392	12,758	73,473	34,614	2,638	14,974	143	.1848	103
Cumberland		35.7	.1413	12.7	.1383	106,888	.0864	25,415	3,537	19,515	3,581	1,963	17,534	19,074	1,040	5,248	61	.1049	74
Digby		22.2	.0879	7.7	.0840	71,310	.0577	19,325	2,434	8,933	1,313	2,969	15,781	8,530	959	2,680	66	.0648	74
Guysborough		13.1	.0518	4.3	.0468	23,530	.0190	8,513	1,636	4,794	100	164	128	3,993	0	646	37	.0323	62
Halifax	506	299.4	1.1851	109.8	1.1965	1,506,677	1.2179	363,511	139,650	191,216	89,309	36,003	300,542	140,979	5,167	77,951	103	1.2040	102
△Dartmouth		61.5	.2434	22.9	.2495	434,264	.3510	126,380	31,678	43,671	19,592	12,708	98,817	35,236	847	26,649	144	.2788	115
▲Halifax		113.3	.4485	48.7	.5307	890,013	.7195	192,351	93,607	139,646	65,768	21,679	171,340	68,965	3,234	37,657	160	.5690	127
Hants		35.6	.1410	11.9	.1297	112,464	.0909	38,399	5,837	11,822	3,345	3,046	22,633	17,288	2,916	2,285	64	.1095	78
Inverness		22.9	.0906	7.0	.0762	75,132	.0608	12,723	3,381	19,961	1,942	1,136	7,562	11,414	264	2,298	67	.0691	76
Kings		53.5	.2118	19.0	.2071	273,282	.2209	73,036	12,802	33,473	9,632	9,741	63,355	16,109	3,749	18,564	104	.1928	91
Lunenburg		47.3	.1872	17.2	.1874	458,081	.3703	115,472	24,212	67,614	15,810	11,073	71,956	30,270	3,546	19,056	198	.2245	120
Pictou		51.1	.2023	17.1	.1863	265,153	.2143	68,459	12,663	32,003	13,265	6,508	55,126	28,445	4,179	14,745	106	.1806	89
Queens		13.6	.0538	4.9	.0534	84,051	.0680	18,263	1,296	13,047	2,593	3,140	15,527	11,303	1,695	4,354	126	.0518	96
Richmond		12.2	.0483	3.7	.0403	27,144	.0219	6,738	2,987	5,268	164	262	2,534	5,484	0	1,110	45	.0311	64
Shelburne		18.1	.0717	6.1	.0665	101,599	.0821	9,153	6,396	25,017	2,866	3,198	23,400	14,256	845	2,532	115	.0667	93
Victoria		8.8	.0348	2.9	.0316	30,004	.0243	4,530	1,600	6,404	0	110	9,631	5,531	0	617	70	.0261	75
Yarmouth		27.3	.1080	9.4	.1024	152,026	.1229	37,060	10,534	18,667	9,664	5,885	27,241	15,568	3,482	7,534	114	.0996	92
Province Totals		878.2	3.4762	304.6	3.3191	4,254,541	3.4392	1,022,423	284,500	609,516	191,828	114,114	841,705	425,892	35,679	197,753	99	3.1874	92

N.S. ESTIMATES		EFFECTIVE BUYING INCOME—1984				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Annapolis		206,958	.0718	8,882	24,065	7.1	8.3	14.7	30.3	39.6
Antigonish		155,239	.0538	8,214	27,721	6.9	9.7	8.6	29.9	44.9
Cape Breton	530	1,084,285	.3762	8,354	26,772	5.2	5.7	5.7	36.4	47.0
△Glace Bay		172,539	.0599	7,915	25,373	6.1	5.5	5.5	30.6	44.3
△Sydney		275,314	.0955	9,364	26,992	3.1	3.6	4.3	34.2	54.8
Colchester		415,836	.1443	9,159	25,669	7.5	8.9	12.5	29.1	42.0
Cumberland		292,048	.1013	8,181	22,996	7.1	8.8	7.4	58.9	17.8
Digby		172,735	.0599	7,781	22,433	9.9	10.6	7.3	49.8	22.4
Guysborough		93,686	.0325	7,152	21,787	4.1	5.3	9.1	6.6	74.9
Halifax	506	3,467,914	1.2032	11,583	31,584	3.2	4.9	6.8	29.9	55.2
△Dartmouth		719,315	.2496	11,696	31,411	1.7	3.6	6.1	18.5	70.1
▲Halifax		1,518,649	.5269	13,404	31,184	3.1	3.9	7.4	34.5	51.1
Hants		311,566	.1081	8,752	26,182	3.8	5.9	5.8	37.4	47.1
Inverness		188,559	.0654	8,234	26,937	7.7	5.4	4.7	18.6	63.6
Kings		485,177	.1683	9,069	25,536	6.5	10.3	13.9	40.5	28.8
Lunenburg		438,115	.1520	9,262	25,472	6.2	7.9	8.2	34.8	42.9
Pictou		436,893	.1516	8,550	25,549	6.2	5.3	6.5	39.6	42.4
Queens		119,032	.0413	8,752	24,292	4.8	6.1	3.5	44.7	40.9
Richmond		86,273	.0299	7,072	23,317	2.8	2.9	2.6	7.2	84.5
Shelburne		158,744	.0551	8,770	26,024	10.1	14.7	16.5	34.9	23.8
Victoria		69,319	.0241	7,877	23,903	6.4	13.6	15.4	36.0	28.5
Yarmouth		237,158	.0822	8,687	25,230	7.0	14.4	19.5	39.8	19.3
Province Totals		8,419,537	2.9210	9,587	27,641	5.2	6.9	8.2	34.1	45.6

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

NEW BRUNSWICK

N.B.
S&MM ESTIMATES

POPULATION 12/31/84 · RETAIL SALES BY STORE GROUP—1984 · SALES/ADVERTISING INDEXES

County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Albert	.513	26.0	.1030	8.3	.0905	35,638	.0288	12,006	3,256	3,403	596	1,071	810	7,618	0	2,779	28	.0777	75
Carleton		25.3	.1001	8.5	.0926	147,393	.1191	27,416	4,712	26,465	6,010	3,626	39,109	18,754	3,920	7,160	119	.0894	89
Charlotte		27.6	.1093	9.7	.1057	123,183	.0996	30,698	12,062	16,130	4,103	3,777	26,136	6,959	2,846	5,416	91	.0953	87
Gloucester		89.6	.3546	26.7	.2910	315,621	.2551	75,919	23,491	42,346	17,826	13,179	49,109	29,350	7,998	8,931	72	.2680	76
Kent		31.7	.1255	9.7	.1057	126,914	.1026	27,524	7,888	30,707	1,507	4,057	11,978	20,643	0	0	82	.0952	76
Kings	.523	55.6	.2201	17.6	.1917	126,092	.1020	32,484	7,905	11,116	2,077	2,658	30,442	19,535	729	7,562	46	.1761	80
Madawaska		37.3	.1476	12.2	.1330	168,456	.1361	41,260	19,268	16,703	10,771	7,689	30,422	13,319	2,062	5,386	92	.1224	83
Northumberland		54.6	.2162	16.5	.1798	137,935	.1115	30,577	8,992	20,149	6,409	3,831	26,800	15,552	1,436	7,624	52	.1439	67
Queens		12.5	.0495	4.4	.0479	66,054	.0534	14,947	4,409	17,191	509	286	4,521	8,900	2,215	7,578	108	.0430	87
Restigouche		42.0	.1662	13.4	.1460	132,510	.1072	30,341	6,767	17,699	8,139	4,074	29,355	12,872	1,503	5,559	65	.1258	76
St. John	.523	83.8	.3317	30.2	.3291	578,146	.4673	141,280	42,846	112,688	27,110	9,579	112,235	32,184	1,555	23,226	141	.3456	104
▲St. John		76.8	.3040	28.1	.3062	576,827	.4663	140,987	42,812	112,534	27,098	9,549	112,208	32,102	1,555	22,869	153	.3302	109
Sunbury		22.3	.0883	6.8	.0741	36,743	.0297	9,499	2,437	4,895	274	557	1,394	6,790	334	2,207	34	.0643	73
Victoria		22.2	.0879	7.3	.0796	88,040	.0712	21,270	4,233	16,484	2,324	5,734	16,009	8,280	1,222	3,467	81	.0656	75
Westmorland	.513	110.2	.4362	38.4	.4164	578,117	.4673	119,035	37,063	109,183	29,653	12,584	116,306	56,883	2,155	33,395	107	.4048	93
△Moncton		54.4	.2153	20.6	.2245	352,228	.2847	68,584	12,241	74,688	24,342	8,657	65,811	20,622	1,276	30,215	132	.2241	104
York		76.6	.3032	27.9	.3040	431,643	.3489	81,943	21,922	75,606	23,468	7,955	121,920	46,476	3,081	20,897	115	.3021	100
Fredericton		42.6	.1686	17.0	.1852	326,624	.2640	59,838	19,181	63,691	23,161	6,031	95,625	21,155	3,058	16,536	157	.1979	117
Province Totals		717.3	2.8394	237.6	2.5891	3,092,485	2.4998	696,199	207,251	520,765	140,776	80,657	616,546	304,115	31,056	141,189	88	2.4192	85

N.B.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME—1984

% of Households by EBI Group:
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Albert	.513	279,1[illegible]4	.0969	10,737	33,633	3.7	3.0	3.8	20.9	68.6
Carleton		194,247	.0674	7,678	22,853	6.3	11.7	12.5	38.3	31.2
Charlotte		250,616	.0869	9,080	25,837	7.5	8.4	10.3	28.8	45.0
Gloucester		695,383	.2413	7,761	26,044	4.6	6.0	6.4	19.8	63.2
Kent		226,313	.0785	7,139	23,331	2.4	7.6	6.4	39.3	44.3
Kings	.523	585,356	.2031	10,528	33,259	2.9	4.0	5.5	21.3	66.3
Madawaska		299,501	.1039	8,030	24,549	3.5	5.1	5.6	29.4	56.4
Northumberland		387,529	.1344	7,098	23,487	3.0	6.3	5.8	17.9	67.0
Queens		98,694	.0343	7,896	22,430	9.6	6.2	7.8	35.8	40.6
Restigouche		348,288	.1208	8,293	25,992	2.1	3.4	4.0	9.7	80.8
St. John	.523	801,733	.2782	9,567	26,547	3.0	4.3	5.8	22.4	64.5
▲St. John		746,452	.2590	9,719	26,564	3.2	4.6	6.2	24.0	62.0
Sunbury		217,632	.0755	9,759	32,005	[illegible]	3.1	4.2	45.9	46.0
Victoria		153,359	.0532	6,908	21,008	6.6	7.1	7.7	33.3	45.3
Westmorland	.513	1,021,909	.3545	9,273	26,612	3.1	4.5	6.7	18.2	67.5
△Moncton		551,070	.1912	10,130	26,751	1.5	2.9	3.9	12.7	79.0
York		788,706	.2737	10,296	28,269	3.9	5.3	7.0	23.3	60.5
Fredericton		489,716	.1699	11,496	28,807	4.9	3.6	9.2	33.8	48.5
Province Totals		6,348,420	2.2026	8,850	26,719	3.7	5.4	6.4	23.5	61.0

NEWFOUNDLAND

Nfld.
S&MM ESTIMATES

POPULATION 12/31/84 · RETAIL SALES BY STORE GROUP—1984 · SALES/ADVERTISING INDEXES

County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1	.524	248.4	.9832	72.6	.7911	1,085,542	.8775	301,225	62,488	141,945	63,309	28,287	227,928	102,404	3,249	61,543	89	.8498	86
▲St. John's		86.5	.3424	27.6	.3008	572,706	.4630	145,098	25,569	92,696	49,895	23,318	89,412	61,423	2,684	30,855	135	.3716	109
Division 2		30.0	.1188	7.9	.0861	98,789	.0799	29,264	4,640	24,746	1,532	2,072	9,839	12,126	1,085	7,789	67	.0838	71
Division 3		26.3	.1041	6.8	.0741	62,674	.0506	17,263	2,440	23,857	4,147	2,542	1,345	4,211	500	2,581	49	.0674	65
Division 4		28.5	.1128	8.1	.0882	75,144	.0608	21,345	5,215	11,497	7,421	2,424	5,401	12,235	922	2,479	54	.0739	66
Division 5		47.3	.1872	13.6	.1482	201,066	.1625	60,134	9,225	32,450	12,235	7,589	32,330	25,167	508	5,885	87	.1534	82
Corner Brook		23.6	.0934	7.2	.0785	173,740	.1404	51,850	8,432	25,712	11,813	6,815	27,744	21,497	0	5,694	150	.0999	107
Division 6		42.8	.1694	12.7	.1384	263,846	.2133	48,626	13,830	46,557	16,539	9,447	76,088	22,353	1,450	8,691	126	.1650	97
Division 7		44.6	.1766	12.5	.1362	100,551	.0813	31,654	3,771	25,425	1,430	660	13,662	16,628	108	2,501	46	.1130	64
Division 8		55.9	.2212	14.9	.1624	122,922	.0993	29,480	4,425	52,719	4,19[illegible]	1,926	3,130	15,445	1,003	4,188	45	.1376	62
Division 9		26.4	.1045	6.8	.0741	70,478	.0570	26,245	3,595	19,553	1,429	1,504	1,245	9,739	1,591	0	55	.0706	68
Division 10		28.7	.1137	7.9	.0861	104,672	.0846	15,261	21,189	21,293	1,286	1,008	14,309	2,916	0	5,540	74	.0940	83
Province Totals		578.9	2.2915	163.8	1.7849	2,185,684	1.7668	580,497	130,818	400,042	113,522	57,459	385,277	223,224	10,416	101,197	77	1.8085	79

Nfld.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME—1984

% of Households by EBI Group:
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1	.524	2,247,246	.7797	9,047	30,954	4.0	6.0	6.2	24.6	59.2
▲St. John's		946,506	.3284	10,942	34,294	3.0	3.9	4.5	16.8	71.8
Division 2		208,522	.0724	6,951	26,395	3.0	8.3	4.5	28.5	55.7
Division 3		181,081	.0628	6,885	26,630	3.3	5.0	5.6	27.2	58.9
Division 4		189,948	.0659	6,665	23,450	7.3	5.1	2.2	23.9	61.5
Division 5		388,307	.1347	8,209	28,552	3.9	4.0	3.5	11.0	77.6
Corner Brook		225,427	.0782	9,552	31,309	2.2	5.7	4.8	14.3	73.0
Division 6		386,786	.1342	9,037	30,456	2.0	2.9	2.5	16.3	76.3
Division 7		306,768	.1064	6,878	24,541	4.9	4.9	3.5	23.5	63.2
Division 8		366,722	.1272	6,560	24,612	4.5	5.5	3.2	12.9	73.9
Division 9		188,008	.0653	7,122	27,648	4.3	7.8	6.6	6.8	74.5
Division 10		264,163	.0916	9,204	33,438	1.6	2.2	1.0	5.0	90.2
Province Totals		4,727,551	1.6402	8,166	28,862	3.9	5.4	4.7	20.3	65.7